It wants changes, improvements

NADA presses Ford on lifetime guarantee

WASHINGTON.—NADA said it has pressed Ford Motor Co. for improvements in the company's Lifetime Service Guarantee Program and that it continues to seek additional changes in certain provisions of the program.

Since the LSG Program continues to be adjusted to meet dealer needs, NADA has not taken a position on its merits, said Frank E. McCarthy, NADA executive vice president.

He said NADA urges dealers to make their own decision about the voluntary program based upon local needs and situations.

The Ford Line Group of NADA's Industry Relations Committee has approached Ford for improvements in the program and for clarification of some unresolved issues.

NADA said this dealer input, in conjunction with the Ford and Lincoln-Mercury Dealer Councils, has produced improvements in the program since it was originally announced to dealers.

For example, NADA said, Ford has agreed to a provision which will permit dealers to resign from the program with Ford absorbing their contingent liabilities for a one-time fee.

• In a bulletin to dealers, NADA said dealers should realize that if they participate in the program, they are responsible to the service customer as a "warrantor."

"This means that when issuing the Ford LSG warranty, dealers may not disclaim warranties, even if state law normally allows such disclaimers," NADA said.

Many dealers, according to NADA, have been confused about the possibility of setting up reserves under this program and the tax treatment which would be accorded to such reserves.

"While the Internal Revenue Service has not made any ruling in this matter, it appears doubtful that reserves can be deducted from current income," NADA said. "Each dealer should be certain to consult his tax advisor about the accounting and tax status of this program."

NADA also advised dealers to check with their insurance carriers to be certain that any liability incurred under the program would be covered under their insurance policies.

NADA said it will continue to review the program with dealers and with Ford and will inform dealers about potential liabilities. The Ford Line Group will monitor dealer experience with LSG to determine if additional program changes should be sought, NADA said.

Kamei's wind-cheating Scirocco

Improved aerodynamics and the resulting gains in handling and fuel economy are the benefits of the Kamei X1 Scirocco kit, which adds a front-grille insert, spoiler, side skirts, rear pan and front-fender windsplits. Kamei Auto Extras, North Haven, Conn., calls its wind-tunnel-tested X1 the "complete car styling concept."

1st step taken to force huge recall by GM

WASHINGTON.—The government has taken its first step toward forcing General Motors to recall and fix millions of intermediate-size vehicles which allegedly may lose a rear wheel when a retaining C-lock on the rear axle falls out of the groove.

Potentially involved are 2.7 million to 5.3 million '78, '79 and '80 models. The nameplates are Chevrolet Malibu, Monte Carlo and El Camino; Pontiac LeMans and Grand Prix; Oldsmobile Cutlass and Cutlass Supreme; Buick Regal and Century, and GMC Caballero.

In announcing the initial finding of a safety-related defect, NHTSA also set the date of the public hearing. It is scheduled for 10 a.m., May 4 in Room 2230 at NHTSA.

NHTSA said it knows of 64 alleged accidents and 11 injuries involving axle shafts with thin rear end buttons. There have been 58 reported cases where axle shafts with thin end buttons separated completely from the vehicle.

NHTSA added that while there is no easy way to know whether the end buttons are "thin," knowledgeable mechanics or dealers can make such a determination by checking axle play. An earlier GM recall of 1971-72 Vegas covered axles with end play of more than a twentieth of an inch.

The government is asking for more information on this alleged problem either by letter or to its hotline — 800-424-9393 or at 426-0123 in the Washington metropolitan area.

By Toyota, Nissan, Mitsubishi, Chevy Truck and AMC

New incentive programs launched

By Joseph Bohn
Marketing Editor

Toyota, Nissan, Mitsubishi, Chevrolet truck and American Motors instituted new rounds of incentives last week.

Toyota's new program is called "Turn it on." It runs from April 4 to June 1, and offers dealer cash incentives of up to $700 on trucks.

Dealers have a total-truck objective for the two-month period. Zero to 40 percent pays nothing, 41-90 percent pays $300 per truck and 91 percent and over pays $500 per truck.

If a dealer hits 40 percent of his truck objective by May 3, he receives $150 per truck on all April sales, retroactively.

Additionally, dealers receive $200 extra on all diesel units they sell during the contest period. The program covers all new '82 and '83 trucks.

American Motors launched new incentives and low-interest financing to remain competitive with other domestic firms.

From April 6 to May 31, AMC is offering retail financing of 9.9 percent on Renault Fuego and Turbo Fuego models on contracts up to 36 months and 11.9 percent on 37-48 month contracts.

On Alliance, AMC continues offering 11.9 percent financing on contracts up to 36 months, and 12.9 percent on longer contracts up to 48 months.

The AMC program allows financing either through participating local banks, savings and loan institutions or credit unions or through American Motors Financial Corp.

The rates cover cars delivered by May 31 or ordered by April 30.

AMC is also offering incentives on Renault Le Car and 18i, AMC Spirit, Concord, Eagle and SX/4 and Jeep Wagoneer.

Dealers receive a wholesale incentive of $200 on every Le Car or 18i they purchase from AMC from April 6 to May 31. They also receive $500 for each Le Car or 18i they retail during the period, after a one-unit qualifier.

During the same period, dealers receive a $500 retail incentive on every Spirit and $1,000 on every Concord they sell, with no qualifiers.

During April 6-30, dealers receive $700 for every SX/4 they retail and $1,000 for every Eagle. AMC also extended its free soft top offer on Jeep CJ and Scrambler through May 31.

Chevrolet launched a new April 1-Sept. 21 dealer cash incentive on medium-duty trucks. The program covers '82 and '83 models, excluding school bus chassis and dealer demos.

It pays dealers a flat $1,000 per unit sold during the period, plus offering 12.9 percent financing.

Nissan essentially extended its 9.9 percent financing program for another two months. It's been on since Oct. 10, 1982.

The latest extension, "Sell-a-Bration," runs from April 6 to May 31. It offers 9.9 percent APR financing up to 48 months on all new and unused '82 and '83 trucks.

Nissan will pay lending institutions the difference between their normal rate up to 15 percent and the 9.9 percent.

Mitsubishi's new program runs April 1-30. It covers all Mitsubishi trucks, except Mighty Max, a price leader, and Montero, a new sport utility vehicle.

Essentially, dealers get $350 per truck for zero to 99.9 percent of objective and $450 per truck, retroactively back to the first unit sold, for 100 percent and over.

Japanese use Ziebart to protect autos in Asia

TROY, Mich.—Japanese-made vehicles delivered for assembly in two Southeast Asian countries are now being rustproofed with the Ziebart process by international licensee of Ziebart Corp.

According to E. J. Hartmann, Ziebart International president, an estimated 23,000 cars and trucks shipped to Malaysia and Indonesia will be processed annually with Ziebart rustproofing.

Rustproofing is applied in these countries during the assembly of complete knockdown (CKD) kits manufactured by Nissan Motor Co. and Mitsubishi Motor Co. in Japan.

Tan Chong Motors, located in Kuala Lumpur, Malaysia, is processing all commercial vehicles and 40 percent of Nissan cars imported in CKD form into that country.

Kramayuda Kesuma Motors in Jakarta is applying Ziebart sealants to all Mitsubishi cars assembled in Indonesia.

Coachmen unit names Johnson president

MIDDLEBURY, Ind.—William Johnson has been named president of Viking Formed Products, a unit of Coachmen Industries, Inc.

Johnson, who joined the company in 1974, will be responsible for all fiberglass reinforced plastics operations.

Timken to speak at Hall of Fame annual dinner

MIDLAND, Mich. — W. R. Timken Jr., chairman of Timken Co., will be the speaker at the sixth annual Detroit Metropolitan Area Chapter and Automotive Hall of Fame dinner.

The dinner will be held May 19 at the Hyatt Regency Hotel in Dearborn.

Also on the program will be presentation of the annual Award for Young Leadership and Merit and the Industry Leader of the Year Award.

Tickets are available from Automotive Hall of Fame, Inc., P.O. Box 1742, Midland, Mich. 48640. Telephone (517) 631-5760.

Amusement park displays Dodge, Plymouth imports

VALENCIA, Calif. — Chrysler Corp. imported vehicles are an attraction at Six Flags Magic Mountain, a vacation and amusement facility here.

Six Flags, which draws more than 2.5 million visitors annually, maintains three displays of Dodge and Plymouth imports.

Featured are the Plymouth Colt, Plymouth Sapporo, Dodge Colt, Dodge Challenger and Dodge Ram D-50 pickup truck.

Parking lot personnel wear Dodge and Plymouth import logos on their uniforms and park guests are told of the car displays during a tram ride from the parking lot to the gate.

"This program allows more than 2.5 million guests at Magic Mountain to see our products in a relaxed atmosphere associated with family fun," said Clark J. Vitulli, Chrysler Los Angeles zone sales manager.

Evans named to head GMAD Oklahoma plant

WARREN, Mich.—J. W. Evans has been appointed manager of the General Motors Assembly Division plant at Oklahoma City. He has been production manager there.

Evans succeeds James R. Peters, who has been assigned to the staff of the division general manager. Peters is serving as project manager for the joint manufacturing venture between GM and Toyota at Fremont, Calif.

Citroen powers Trihawk two-seater

Hawk Vehicles, Dana Point, Calif., builds the three-wheeled Trihawk, a two-seater propelled by a 1.3-liter horizontally-opposed four-cylinder Citroen air-cooled engine. A five-speed transaxle transfers power to the rear driving wheel. The fiberglass body Trihawk weighs 1,380 pounds and rides on a 98-inch wheelbase.

index

Advertising news	8
Auction reports	40, 48
Classified advertising	42
Editorial page	10
Personnel	50
Production by makes	48
Truck highlights	20

58th year — No. 4962

AUTOMOTIVE NEWS (USPS 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation, 48911.

U.S. considers 5-mile bumper for its autos

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — If the government's purchasing agent decides that the 5-MPH bumper is a smart buy, it will be included in specifications when contracts are put out for bids.

Since government drivers report all accidents and virtually all damage is repaired, the government is in an excellent position to evaluate the economic value of the bumper.

At present, '83 models are split between 2.5 and 5-MPH bumpers since the decision to rescind the 5-MPH bumper was late in coming from NHTSA.

If the General Services Administration, the government's buying agent, decides on the 5-MPH bumper, it should favor Ford Motor Co. which has retained 5-MPH systems. But Chrysler could upgrade its 2.5-MPH bumper by strengthening the shock absorbers or using stronger ones. And General Motors has some models that meet the 5-MPH standard.

Finally, all cars made in Canada and brought into this country under the U. S.-Canadian auto agreement meet the 5-MPH requirement which is mandated in Canada.

Currently, most new government cars are Chrysler K-cars although GM also has been a successful bidder.

In the past, American Motors, which qualified as a small business, was an active bidder but it lost out because its cars could not meet the government's fuel economy requirements. The Renault Alliance has not yet made a bid for government business.

The government's decision depends on whether accidents are always reported, whether damage is always repaired and the worth of the time and inconvenience to have the repair made.

In August, the government will hold its usual industry conference and decide on the specifications for government buying.

Deceptive delivery truck

It may look like a vintage delivery truck, but underneath the 1920s replica skin is a modern Ford Motor chassis. The vehicle was built by Asquith Motor Carriage Co., Ltd., United Kingdom. The company feels there is a market for as many as 100 of the trucks per year, at home as well as in other European countries and the U. S.

Interim rules cover truck-excise changes

WASHINGTON. — Temporary regulations concerning the excise tax on heavy trucks, floor-stock credits or refunds and consumer credits or refunds with respect to certain tax-repealed articles have been issued by the Internal Revenue Service. They were effective April 1.

The regulations are needed by manufacturers, producers, importers, dealers, retailers and users of trucks, truck trailers, truck parts and accessories and lubricating oil sold to a dealer before Jan. 7, 1983, and held for sale "on the first moment" of January 7.

Regulations relating to the retail excise on heavy trucks are effective for sales made on or after April 1; those for floor-stock credits or refunds for tires apply to tires sold to a dealer before January 1, 1984 and held by a dealer for sale on the "first moment" of Jan. 1, 1964.

• The temporary rules cover a number of areas: Dropping of the 10 percent excise tax on certain truck chassis, bodies and truck trailers. The excise is eliminated on straight trucks up to 33,000 pounds GVW. The levy is increased to 12 percent as of April 1, collectible at retail, on trucks over 33,000 pounds GVW and all tractors.

Repeal of the excise on parts and accessories took effect Jan. 7.

However, if an owner, lessee, or operator installs them on vehicles taxable under the 12 percent tax and the installation occurs within six months after the vehicle is placed in service, the tax falls on the price of such part and accessory and its installation.

Moreover, the owner of the trade or business installing the part or accessory is liable for the tax. But the tax does not apply if the part or accessory is a replacement or if the aggregate price, including installation, does not exceed $200.

Seven sections provide rules dealing with dealer floor stocks and consumer credit refunds relating to excise-free articles held by dealer until Jan. 7; for certain trucks and truck trailers sold to ultimate purchaser after Dec. 2, 1982, but before Jan. 7, 1983; rules for finding out the amount of tax paid for these various articles; rules on how to treat demonstrators for purposes of floor stocks or consumer refunds.

Also, there are rules for credits or refunds for manufacturers who paid tax on various articles; rules for determining floor stocks and consumer credits or refunds for leases and installment sales; and rules for floor-stock credits or refunds for tires, inner tubes, and tread rubber on which a tax will be lifted as of Jan. 1, 1984, but not those whose tax is reduced as of Jan. 1, 1984.

Ford plant seeks new work, accepts change in overtime

By Marjorie Sorge
Labor Editor

Workers at Ford Motor Co.'s St. Thomas (Ont.) plant have agreed to changes in overtime scheduling in order to vie for production of the standard-sized Ford Crown Victoria and Mercury Grand Marquis.

According to a Ford of Canada spokesman, the plant was told that if changes were not made, production of the Crown Victoria and Grand Marquis would definitely not be assigned to that operation.

The decision regarding the site of that production is still not final but will be made within the next couple of weeks, he said. The Crown Victoria formerly was assembled at the Oakville (Ont.) plant, which is being converted to Tempo-Topaz production. The '83 Grand Marquis has not been built in Canada.

In order to enter the running for the two lines, workers at the St. Thomas plant have agreed to increased overtime. In the past, overtime was restricted to one hour a day Monday through Thursday. Under the new agreement, it can be scheduled two hours a day during that period for the next 18 months.

The company can still schedule Saturday overtime for the day shift only. If those workers don't want the additional work, the afternoon shift must be canvassed to fill in.

The UAW in Canada has taken a hard line on concessions to the auto makers, but a union spokesperson said this package is not considered a concession, only a change. According to the union, because of its tough stand, Ford did not come with a shopping list of concessions, only with a single change.

If the St. Thomas plant is awarded the Crown Victoria and Grand Marquis, it will continue with production of the subcompact Lynx, Escort and LN7. The plant would then need retooling for the new large models and could not open before the 1984 model year, Ford said.

Ford names Novell in Northeastern sales

TETERBORO, N. J.—Philip N. Novell has been appointed regional sales manager for Ford Division's Northeastern region. Formerly the division's New York district manager, he succeeds Patrick A. Brescia, who has retired after 36 years service with Ford.

Novell joined Ford Motor Co. in 1961 at Ford Division in Dearborn. Since then he has held numerous sales and marketing positions.

Month's closer is best in 4 years

Car sales ease ahead of year-earlier total

By Jenny L. King
Staff Writer

Clinging to the coattails of their best late-March sales in four years, domestic auto makers surpassed year-ago March sales by some 25,000 units and finished the first quarter of the calendar year 4.01 percent ahead of 1982.

Imports weren't excluded from the sales action. They enjoyed their highest monthly total since March, 1981, and notched a record penetration of the March market at 26.86 percent. Several imports reported record March sales and three—Saab, Jaguar and Isuzu — had their best any-month totals.

Domestic new-car sales for March numbered 600,303, up 4.29 percent from 575,608 a year ago. Imports climbed to 220,479 from 201,072, an increase of 9.65 percent.

The industry total in March was 820,782, up 5.68 percent from 776,680 a year earlier.

First-quarter domestic sales reached 1,456,920, up 4.01 percent from 1,400,690 last year. Import sales for the first three months were 587,198, up 8.45 percent from 541,441. Total new-car sales in the U. S. for the first quarter were 2,044,118, up 5.25 percent from 1,942,131 in 1982.

• March 21-31 domestic sales were the strongest since 1979, with each of the car makers enjoying its best 10-day total of the calendar year. Late-March sales totaled 264,963, up 11.82 percent from 236,959 a year ago and reminiscent of better days for the industry. It was the highest total for the period since 363,006 in 1979.

For the period, American Motors sales were up 150.97 percent, Chrysler Corp. was up 21.09 percent, Ford Motor Co. was up 15.14 percent, General Motors was up 5.53 percent and Volkswagen of America was off 29.13 percent. Honda had no year-ago domestic comparison.

There were 10 selling days March 21-31, yielding a daily selling rate of 26,496, compared with an average of 26,329, from nine selling days a year ago.

For the full month, GM dealers retailed 351,166 new cars, up 0.47 percent from 349,506 last year. Ford was up 3.38 percent, to 139,779 from 135,506. Chrysler climbed 13.11 percent, to 82,150 from 72,627.

American Motors reported sales of 18,285, boosted by sales of more than 13,000 Renault Alliances. The total was up 108.87 percent from 8,278 a year earlier. Volkswagen of America had a disappointing month, dropping 36.67 percent, to 6,325 from 9,987. Sales of Honda Accords built in Ohio numbered 2,598.

Tables on Page 49

GM sales accounted for 58.50 percent of the domestic market in March, down from 60.72 a year ago. Ford earned 23.29 percent, down slightly from 23.49 percent. Chrysler climbed to 13.68 percent from 12.62 percent. AMC soared to 3.05 percent from 1.44 percent, VWoA dropped to 1.05 percent from 1.73 percent and Honda picked up the remaining 0.43 percent of the March, 1983, shares.

• Only five U. S. makes failed to match their March, 1982, sales totals this time around. Imperial was down 15.03 percent, Chevrolet was down 13.36 percent, Pontiac was off 7.79 percent, AMC (excluding Alliance) was down 40.17 percent and VW was down 36.67 percent.

Plymouth dealers sold two more cars this March than they did in 1982. Chrysler was up 56.18 percent; Dodge was up 2.09 percent; Ford was up 0.63 percent; Mercury was up 6.69 percent and Lincoln was up 21.82 percent.

Buick was up 3.97 percent, Cadillac was up 40.77 percent and Oldsmobile was up 14.77 percent.

With 27 selling days this March and last, the 1983 daily selling rate of 22,233 was up 4.29 percent from 21,319.

The foreign auto makers had a number of success stories in the U. S. this March. Jaguar, Isuzu and Saab reported their best months ever, Jaguar and Isuzu more than doubling year-ago totals and Saab up 52.41 percent. March sales records were set by Mercedes-Benz, Nissan and Volvo.

Toyota was up 3.48 percent over last year, Nissan was up 4.23 percent, Honda was up 1.23 percent, Mazda was up 14.66 percent, Subaru was up 7.02 percent. Volkswagen was up 33.44 percent, Porsche was up 68.80 percent, BMW, 8.38 percent, Alfa Romeo was up 68.42 percent.

Imports accounted for a record 26.68 percent of the March market, up from the previous record of 25.90 set a year ago.

• First-quarter domestic sales were up 4.01 percent, to 1,456,920 from 1,400,690 in 1982. Two years ago, first-quarter results were 1,732,792, so the 1983 sum was not overwhelmingly successful. In fact, except for 1982, it was lowest since 1961 when only 1,212,237 new cars were sold.

For the first three months of

Continued on Page 49, Col. 1

TOP CARS

U. S. registrations for the first month of 1983 compared with 1982. Registrations not available for Oklahoma.

1983 Position	Make		1982 Position
1—	84,821	Chevrolet	82,020— 1
2—	70,799	Ford	54,010— 2
3—	59,103	Oldsmobile	48,714— 3
4—	51,800	Buick	44,004— 4
5—	43,084	Toyota	35,793— 5
6—	37,996	Nissan	29,306— 6
7—	32,193	Pontiac	28,332— 8
8—	28,195	Honda	29,271— 7
9—	23,696	Mercury	19,699— 9
10—	19,939	Dodge	16,847—11
11—	19,662	Cadillac	18,132—10
12—	15,186	Plymouth	16,818—12
13—	13,698	Chrysler	8,914—16
14—	12,496	Mazda	9,611—15
15—	11,094	Subaru	10,276—14
16—	10,897	VW	12,288—13
17—	9,557	Alliance	....
18—	7,340	Lincoln	4,604—20
19—	5,986	Volvo	4,718—19
20—	5,855	AMC	8,027—17
21—	5,781	Mercedes	4,979—18
22—	5,216	BMW	3,379—22
	.....	Audi	3,557—21
	20,736	Other Imports	15,716
	164	Misc Dom.	174
	595,294	TOTAL	509,189

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Copyright, 1983, Automotive News

Tasca participates in assembly-line inspections

Dealer on quest for Ford quality

By A. S. Plotkin
Staff Correspondent

SEEKONK, Mass. — It was a familiar routine for Bob Tasca.

He shoved his metric gauge into the narrow space between the car's front door and fender. This time it showed that the fit met his high standard, and he beamed his approval to the Ford Motor Co. vice president at his side.

For Robert F. Tasca, automotive quality is like a personal Holy Grail. The public's perception of quality, he insists, is what sells cars.

He has often taken similar measurements at his automobile dealership in this small town near the Rhode Island state line.

But this time he was not in Seekonk. He was in Lorain, O., suit coat off and sleeves rolled up, standing next to a long line of machinery where 1983 Mercury Cougars were being put together.

Other auto dealers, who are members of advisory committees, are on occasion invited to talk to corporate brass or to visit auto makers' plants. But Tasca, according to Ford officials, is the only dealer who is regularly asked to join official scheduled inspection parties on the assembly lines.

He is a good businessman, a crackerjack mechanic and no shrinking violet.

Tasca owns a successful Lincoln-Mercury dealership in New England. He took over a losing factory-owned dealership in Seekonk 12 years ago after a personal sales pitch from his old friend Lee Iacocca, then Ford president.

But even before then, a fairly close relationship had begun to flourish between dealer Tasca and the No. 2 domestic auto maker.

Now, with three grown sons helping to run his L-M dealership, the 56-year-old Tasca can spend some of his time poking around the company's assembly plants or hobnobbing with Ford VIPs.

• His role as unofficial plant consultant and trouble shooter is unique.

One Ford vice president said, "We call him an advisor. He's a big help to us. He does more than any other dealer."

Tasca refuses payment for his factory trips, and it was only about 18 months ago, he said, that he started accepting reimbursement for travel expenses. He usually visits three plants every two months, and is often accompanied by top company officials, some of them longtime friends.

In that group, Tasca includes Don Petersen, Ford president; Harold (Red) Poling, executive vice president for North American Automotive Operations, and William Scollard, vice president, body and assembly operations.

Scollard, in a phone interview from Dearborn, conceded that Tasca's first inspection visits, starting 2½ years ago, generated some apprehension, even suspicion. But now he is welcomed both by management and assembly line workers.

Some of Tasca's Lincoln-Mercury competitors in the area say that he has a big ego and that the trips provide psychological compensation of a sort. They also gripe that Ford reciprocates with special favors.

But none of Tasca's competitors deride his technical expertise or his intense striving for product quality. On the plant inspection trips, he said he looks for "the little things that a retailer like me would see and that an engineer or a factory man might not see."

With gauge in hand, the burly (six feet-plus, 250 pounds) kibitzer will pounce on a fit in a car body he thinks is not right.

"I will look at the hood, the trunk deck, the doors and fenders, to see if they fit OK," he said.

"I point out squeaks, rattles and interior fits," he said. "For example, moldings that don't line up properly. Or screws missing from the dashboard. In other words, I am giving the guys at Ford the showroom input; that is where I become a plus for the company."

Ford advisors

Robert F. Tasca, left, a Lincoln-Mercury dealer in Seekonk, Mass., and auto body specialist Mario Tella told Ford that customers complained that it took too much effort to close car doors. The men demonstrated how they would handle the problem and, as a result, Ford developed a training program for workers involving the proper fit of doors.

Tasca displays the zeal of a true believer in Ford's corporate virtue. He said he makes the long inspection trips "because I am so dedicated. When the company makes a profit I get a thrill."

He said he is convinced that Ford cars built in the U. S. are now fully as good as, or better than, the imports.

"I am so damned proud of their accomplishment, that I have been a part of it, that I helped make it better," he said.

But when describing his own career as a dealer and his motivation, Tasca's rhetoric can make even his friends at Ford wince.

As when he said, "Now we're on the brink of building the best cars in the world. But for years the American car makers got away with murder.

"They built lousy cars, big and frilly. We fooled the public. In their selfishness to earn money, they neglected what the market wanted. Ford copied General Motors.

"We learned our lesson the hard way," he continued. "The imports, especially the Japanese, did it better. They took the market over. Henry Ford and I disagreed constantly.

"I never had a confrontation with him. Our relations were always casual and friendly. But I wanted Ford to build smaller, more-efficient cars. And his attitude, like that of the other domestic makers, was 'the bigger the better — build as many as you can, make as much money as you can.'"

(Tasca formerly sold Ford Division cars in Providence.)

"Since 1958," Tasca said, "I was telling the people at Ford they had to build a better car.

"I thank God the imports came. They woke us up. We would still be building lousy cars if they hadn't come. The Volkswagen Beetle had quality.

"For a while, Detroit said it was an illusion that the imports were better. Hell, it wasn't an illusion. They had a better car. So I made up my mind to do something about it, or get the hell out of the business. I had nothing against the imports except that I'm an American and I wanted to sell American products," he said.

• Tasca said that Ford now makes a car that is the equal of or better than imported cars.

Scollard took issue with Tasca's use of the word "lousy" to describe earlier Ford cars.

"He gave us his point of view," he said, "but I wouldn't consider our product to have been lousy."

Poling added, Tasca "tells us how the dealers view things; also, how his customers view our products. We don't get that kind of input every day."

Tasca, Poling said, "is the one who convinced us to develop a strategy of tighter fits, or margins (the space between body components like doors, fenders and hoods). He's an expert. He's been doing it for years for his customers. We thought of doing it at his sug-

Continued on Page 26, Col. 1

IMPORT SALES BY MODEL

	Feb., 1983	Feb., 1982	2 Mos., 1983	2 Mos., 1982
Alfa Romeo	157	103	289	207
Audi	2,904	3,567	5,692	6,796
4000	822	988	1,571	1,857
4000d	176	309	362	580
5000	915	1,341	1,894	2,522
5000d	.....	240	.....	465
5000 Turbo	207	425	417	804
5000D/TD	489	.....	795	.....
Coupe	252	264	532	568
Quattro	33	.....	104	.....
Tourist	10	.....	17	.....
BMW	4,168	4,119	7,900	7,211
320	2,577	2,623	4,966	4,620
528	1,067	957	1,926	1,678
633	167	181	335	295
733	357	358	673	618
Chrysler/Mitsubishi	7,185	11,624	14,095	20,447
Colt	5,051	8,756	10,195	15,715
Sapporo	918	1,294	1,684	2,116
Challenger	1,216	1,574	2,216	2,616
DeLorean	.....	318	.....	656
Fiat	527	1,198	976	2,106
Strada	61	463	137	720
Brava	20	208	42	374
X-1/9	149	172	247	314
Spider	297	355	550	698
Honda	29,286	30,333	60,958	64,666
Civic	11,714	10,194	25,375	22,488
Accord	17,491	16,935	35,224	35,163
Prelude	81	3,204	359	7,015
Isuzu	999	1,125	2,645	2,239
Jaguar	826	492	1,517	1,126
Lancia	53	30	145	67
Mazda	13,805	12,485	27,287	22,537
GLC	3,705	4,464	7,096	8,021
626	5,573	4,406	12,052	8,023
RX-7	4,527	3,595	8,139	6,493
Mercedes-Benz	5,075	4,720	9,059	9,231
240D	345	1,335	1,698	2,470
300D	1,363	1,020	2,448	1,945
300CD	115	135	240	264
300TD	199	256	378	527
300SD	1,190	1,054	2,046	2,072
280E	.....	8	.....	18
280CE	.....	.....	.....	1
380SEL	417	200	779	407
380SL	711	597	1,229	1,255
380SEC	135	114	240	265
Miscellaneous	.....	1	.....	7
Mitsubishi	2,590	.....	3,869	.....
Starion	434	.....	722	.....
Cordia	1,143	.....	1,668	.....
Tredia	1,013	.....	1,479	.....
Nissan	45,594	35,917	86,510	66,439
210	112	10,856	242	21,501
Sentra	19,170	.....	37,211	.....
310	578	5,037	1,224	9,047
Pulsar	4,921	.....	9,727	.....
510	.....	.....	.....	.....
Stanza	5,266	5,014	9,463	9,287
Maxima	5,133	3,696	10,241	7,156
200SX	3,991	5,638	6,957	10,377
280ZX	6,001	5,485	10,767	10,282
Hawaii	422	191	678	403
Other	.....	.....	.....	386
Peugeot	1,072	1,065	2,132	2,199
504D Wagon	73	128	162	282
505	592	276	1,170	502
505D	33	80	58	170
505TD	323	515	642	1,089
604TD	40	52	79	135
Tourist	11	14	21	21
Porsche	1,325	966	2,962	1,795
924	.....	285	.....	539
924 Turbo	.....	123	.....	253
944	564	.....	1,499	.....
911SC	428	330	824	591
928	254	228	532	412
911 Cabriolet	47	.....	47	.....
Tourist	32	.....	60	.....
Renault	1,718	2,425	3,508	4,433
Le Car	732	1,552	1,441	2,992
18i	214	873	418	1,441
Fuego	772	.....	1,649	.....
Saab	1,684	1,311	3,754	2,455
900	439	368	932	639
900S	415	219	896	436
Turbo	817	719	1,888	1,367
Tourist	13	5	48	13
Toyota	41,842	40,586	84,449	78,674
Starlet	976	1,585	2,199	3,040
Corolla	11,028	13,696	22,609	26,180
Tercel	13,547	9,839	27,869	19,471
Celica	9,027	9,249	18,015	18,075
Supra	2,677	2,279	5,317	4,509
Corona	5	993	10	1,846
Cressida	3,117	2,262	6,179	4,312
Land Cruiser	551	260	925	473
Hawaii	418	423	830	768
Camry	496	.....	496	.....
Volkswagen	7,140	4,970	12,597	9,513
Rabbit Convertible	957	603	1,624	1,108
Jetta	1,581	1,667	3,044	3,271
Vanagon	1,295	873	2,318	1,596
Quantum	1,655	597	.....	1,075
Dasher	.....	114	.....	270
Scirocco	1,652	1,116	.....	2,193
Volvo	6,406	5,504	14,667	12,884
DL	3,289	3,079	7,552	7,066
GL	1,333	819	2,965	1,960
GLT	.....	59	.....	139
GLT Turbo	881	762	2,093	1,831
GLE	42	195	136	495
DL Diesel	.....	59	.....	205
GL Diesel	455	440	1,100	1,018
Coupe	3	16	4	38
Tourist	73	75	230	132
760 Gas	199	.....	291	.....
760 TD	131	.....	296	.....
TOTAL IMPORTS	186,367	177,580	369,220	341,893

Domestics up, but imports take record share

Registrations top year-ago month

By Jenny L. King
Staff Writer

Combined registrations of new domestic and imported cars in January climbed substantially from the year-ago total, but they were below those of two years ago and were third lowest in the past 10 years.

According to statistics from R. L. Polk & Co., January new-car registrations numbered 595,294, up 16.19 percent from 509,189 the preceding year and up 9.15 percent from 545,386 in December, 1982. January registrations two years ago, in 1981, totaled 636,488.

Best January total in the past decade was 828,618 reported back in 1973. Lowest was 509,189 in 1982.

Registrations of domestic cars reached 404,256, up 15.40 percent from 350,295 the preceding January, and down 5.38 percent from 427,238 a month earlier.

Imported cars set a January record in market penetration. They accounted for 32.09 percent of the month's total, erasing the old record of 31.21 percent set in January, 1982. New-import registrations totaled 191,038 this year, up 20.23 percent from 158,894 a year ago.

Ford Motor Co. was the only domestic auto maker to show a gain in market penetration in January. Ford was up 1.73 percentage points, to 17.11 percent from 15.38 percent last year. Imports were the other segment to increase, up 0.88 percentage points, to 32.09 percent from 31.21 percent.

• General Motors dropped 1.85 percentage points, to 41.59 percent from 43.44 percent. Chrysler Corp. dipped 0.16 percentage points, to 8.20 percent from 8.36 percent. American Motors was down to 0.98 percent from 1.58 percent, and miscellaneous domestics remained steady at 0.03 percent both years.

In the domestics-only market, GM cars accounted for 61.24 percent in January, down from 63.15 percent last year. Ford had 25.19 percent, up from 22.36 percent. Chrysler earned 12.08 percent, down from 12.15 percent. AMC dropped to 1.45 percent from 2.29 percent, and miscellaneous domestics slipped to 0.04 percent from 0.05 percent.

Market-class comparisons for January, 1983, vs. January, 1982, revealed intermediates, standards and imports taking shares away from subcompacts, compacts and luxury cars.

Intermediates jumped to 24.41 percent from 20.67 percent (145,300 vs. 105,263). Imports edged to 32.09 percent from 31.21 percent (191,038 vs. 158,894). Standard-size cars were up to 12.22 percent from 10.31 percent (72,769 vs. 52,484).

Subcompacts dropped to 9.63 percent from 14.39 percent (57,314 vs. 73,263). Compacts dipped to 16.12 percent from 17.52 percent (95,968 vs. 89,206), and luxuries had 5.53 percent, down from 5.90 percent (32,905 vs. 30,079).

NEW-CAR MARKET SHARES IN U.S.

JANUARY

	Regis., Jan., 1983	Percent Share of Market	Regis., Jan., 1982	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	84,821	14.25	82,020	16.11	— 1.86
Ford	70,799	11.89	54,010	10.61	+ 0.28
Oldsmobile	59,103	9.93	48,714	9.57	+ 0.36
Buick	51,800	8.70	44,004	8.64	+ 0.06
Pontiac	32,193	5.41	28,332	5.56	— 0.15
Mercury	23,696	3.98	19,699	3.87	+ 0.11
Dodge	19,939	3.35	16,847	3.31	+ 0.04
Cadillac	19,662	3.30	18,132	3.56	— 0.26
Plymouth	15,186	2.55	16,818	3.30	— 0.75
Chrysler	13,698	2.30	8,914	1.75	+ 0.55
Lincoln	7,340	1.24	4,604	0.90	+ 0.34
AMC	5,855	0.98	8,027	1.58	— 0.60
GENERAL MOTORS	247,579	41.59	221,202	43.44	— 1.85
FORD MOTOR CO.	101,835	17.11	78,313	15.38	+ 1.73
CHRYSLER CORP.	48,823	8.20	42,579	8.36	— 0.16
AMC	5,855	0.98	8,027	1.58	— 0.60
IMPORTS	191,038	32.09	158,894	31.21	+ 0.88
MISCELLANEOUS	164	0.03	174	0.03	.....
TOTAL	595,294		509,189		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
JANUARY '83 VS. JANUARY '82

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Spirit	709		1,587	
Concord	1,472		1,640	
Concord SW	952		1,422	
Eagle 4WD	336		579	
Eagle 4WD SW	1,720		1,650	
Eagle SX4 4WD	666		1,149	
TOTAL AMC	5,855		8,027	
Chrysler LeBaron FWD	4,226		4,978	
LeBaron SW FWD	610		16	
E Class/NY FWD	3,244			
Cordoba	868		1,145	
NY Fifth Ave.	4,567		2,537	
Imperial	183		236	
Total	13,698		8,914	
Plymouth Horizon FWD	3,057		5,967	
Turismo FWD	1,925		277	
Reliant FWD	6,636		7,535	
Reliant SW FWD	2,547		2,395	
Gran Fury	1,021		644	
Total	15,186		16,818	
Dodge Omni FWD	2,745		5,096	
Charger FWD	2,176		844	
Aries FWD	6,593		5,556	
Aries SW FWD	2,717		1,883	
Dodge 400 FWD	2,110		1,481	
Diplomat	1,105		1,407	
Diplomat SW			13	
Mirada	380		567	
Dodge 600 FWD	2,023			
Total	19,939		16,847	
TOTAL CHRYSLER CORP.	48,823		42,579	
Ford Escort FWD	17,456		14,475	
Escort SW FWD	5,882		5,245	
EXP FWD	1,807		2,515	
Fairmont	13,459		8,146	
Fairmont SW			502	
Tempo FWD	2			
Granada	1,412		5,196	
Granada SW	387		2,350	
LTD	8,958			
LTD SW	3,019			
LTD '82	389		2,286	
LTD Crn. Victoria	6,910		2,651	
LTD Crn. Victoria SW	1,856		1,243	
Mustang	8,489		6,190	
Thunderbird	773		3,211	
Total	70,799		54,010	
Lincoln Town Car	3,710		1,467	
Mark VI	2,118		1,450	
Continental	1,512		1,687	
Total	7,340		4,604	
Mercury Lynx FWD	3,943		4,015	
Lynx SW FWD	1,298		1,317	
LN7 FWD	682		960	
Capri	2,075		1,849	
Zephyr	3,343		2,634	
Zephyr SW			200	
Cougar	412		2,446	
Cougar SW	100		874	
Marquis	3,332			
Marquis SW	1,070			
Marquis '82	43		446	
Marquis Brougham '82	72		1,311	
Grand Marquis	6,048		1,898	
Marquis '82 SW/G Marquis SW	988		599	
XR7	290		1,150	
Total	23,696		19,699	
Lincoln Mercury Div. Total	31,036		24,303	
TOTAL FORD MOTOR CO.	101,835		78,313	
Buick Skylark FWD	7,275		10,816	
Skyhawk FWD	4,119		11	
Skyhawk SW FWD	561			
Century FWD	8,837		2,911	
Regal	13,629		15,589	
Regal SW	1,012		883	
LeSabre	2,250		1,783	
LeSabre Limited	4,952		3,755	
Electra	4,600		3,986	
Buick SW	1,103		1,004	
Riviera FWD	3,462		3,266	
Total	51,800		44,004	
Cadillac deVille	7,964		7,595	
Cimarron FWD	1,519		1,208	
Fleetwood & Chas.	3,484		3,507	
Eldorado FWD	4,562		4,229	
Seville FWD	2,133		1,593	
Total	19,662		18,132	
Chevrolet Chevette	12,176		18,218	
Camaro	11,493		4,628	
Cavalier FWD	8,363		4,502	
Cavalier SW FWD	2,672		1,270	
Citation FWD	10,473		17,798	
Malibu	3,654		6,876	
Malibu SW	3,686		3,109	
Celebrity FWD	10,426		2,367	
Monte Carlo	6,527		8,150	
Impala	2,892		3,533	
Caprice	7,906		6,735	
Chevrolet SW	3,315		3,221	
Corvette	1,238		1,613	
Total	84,821		82,020	
Oldsmobile Omega FWD	3,594		5,476	
Firenza FWD	2,175		3	
Firenza SW FWD	543			
Cutlass Ciera FWD	9,979		3,483	
Cutlass Sup/Calais	17,512		19,545	
Cutlass SW	1,511		1,445	
Delta 88	549		700	
Delta Royale	11,724		8,001	
98	7,415		6,416	
Oldsmobile SW	1,562		1,417	
Toronado FWD	2,539		2,228	
Total	59,103		48,714	
Pontiac 1000	2,792		3,925	
Firebird	7,227		2,779	
2000 FWD	3,804		2,650	
2000 SW FWD	685		386	
Phoenix FWD	2,737		4,379	
Bonneville	3,974		4,112	
Bonneville SW	883		1,050	
6000 FWD	5,104		1,660	
Grand Prix	4,987		6,065	
Catalina			148	
Bonneville '81			581	
Bonneville Brougham '81			465	
Pontiac SW			132	
Total	32,193		28,332	
TOTAL GM CORP.	247,579		221,202	
(Checker)	137		151	
Miscellaneous Domestic	164		174	
Domestic Station Wagon Total	40,679		33,628	
Domestic Grand Total	404,256		350,295	
Import Total	191,038		158,894	
Grand Total All Registrations	595,294		509,189	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Subaru's income increases 15 pct. in first quarter

PENNSAUKEN, N. J. — For the first quarter of its fiscal year, Subaru of America's net income increased 15 percent to $12.3 million from $10.7 million, according to the company.

Robert Reich, executive vice president for finance and treasurer of the corporation, said that the increase was based on sales of $278.2 million compared with $269.2 million in the first quarter of 1982.

This is the eighth straight year that the company has reported a gain in the first quarter. The net income represents $2.04 per share as opposed to $1.77 for the same period in 1982.

Reich attributed the gain to the change in model mix of the product to accent the higher end of the line, investment income and the operations of its subsidiaries.

Despite the voluntary quotas imposed by the Japanese Ministry of International Trade and Industry, Reich said that the company expects the gains to continue for the year.

Lou Fusz Motor plans fourth golf tournament

ST. LOUIS.—Lou Fusz Motor Co., representing Mazda, Subaru, Pontiac, Datsun, Dodge and Toyota, is increasing the purse for its fourth Lou Fusz St. Louis Open to $23,000.

The golf tournament, which will benefit a charity for the first time, will be held July 22-24.

Import veteran Marshall still solid with Peugeot

In 25 years, he's seen just about all

By Matt DeLorenzo
Los Angeles Reporter

LONG BEACH, Calif.—Twenty-five years ago, the Dodgers, fresh from Brooklyn, were playing their first baseball season in Southern California at the Los Angeles Coliseum.

Frank Marshall, owner of Import Auto Sales and Service, remembers the year well. He was on his way to a game in May when a truckload of what the driver termed "P-quats" appeared at the Hermosa Beach import car dealership Marshall managed.

The "P-quats" were Peugeot 403s, and thus began Marshall's long association with the car make. That association followed him as general manager to the Long Beach dealership that he now owns, having turned it into an exclusive Peugeot point in 1976.

Referring to himself as a "class historian" on Peugeot and other European import marques in the U. S. over the past quarter century, the tall, bespectacled Marshall's warm, friendly style belies his scholarly appearance.

Looking back on the heyday of European imports' first foray into the U. S. market during the late 1950s and early '60s, Marshall says just about every foreign company, some familiar today and others obscure, jumped at the chance to sell their wares here.

Among the cars sold by Marshall were Renault, Sunbeam, Rover, Peugeot and Hillman, Marshall sold just about every make available except BMW and Toyota, and he is able to laugh these days about not taking on those two.

"In 1960-'61, everyone was unloading everything," Marshall said, noting it was somewhat akin to a free-for-all. Then the big shakeout came. The import market, having suffered its first major setback in the mid-60s, didn't begin to come back until the late 1960s. "Anything that wasn't good, was blown out of the market," he says.

Marshall took control of Import Auto Sales in 1965, and built his business steadily, primarily with Peugeot, Renault, Saab and Subaru. The previous owner, having started the store 11 years earlier, felt he had been through all the cycles and, therefore, because he was still in business was a success. It was time to leave the business a success and move on.

Marshall, however, says things have changed. Merely surviving does not mean success in his book.

"Either you get real big or you stay small," in order to be profitable in this business, according to Marshall. Comparing himself to a maitre d' of a fine, small restaurant, Marshall says he has found success in building his business on a personal one to one relationship with his customers.

As a result, the shift to an exclusive Peugeot point was a logical move. He phased out of the Saab and Subaru business because "it was a high volume/low gross situation. By getting out of that, that's where we became exclusive. Under the concept we can better serve our customers and ourselves. The capital funding is less, because we don't have to carry the other lines' parts and tools, our advertising budget is small and we have the pleasure of working with one manufacturer instead of two or three or four. You also don't become a millionaire," he laughs.

Marshall, who is president of the Peugeot dealer council this year, takes a personal and active role in his dealership, selling cars and taking care of customers' problems himself. "We have a strong service reputation. Service comes first, sales sustain service," he said. Parts are also important, so important that Marshall's dealership is listed in phone books in Hawaii and he sells a number of parts to customers there through mail order.

The product itself provides a unique sales challenge for Marshall since buyers (who, over the years are predominantly professionals like doctors, lawyers and engineers) hang onto their cars for quite some time.

"If I were a Chevrolet dealer, I would be three to four times larger because of turnover of repeat buyers," Marshall said. "It used to be that domestic owners would turn their cars over every two to three years. In France, they have the concept of willing the car to someone.

"If I sell a car," he continues, "I can't anticipate selling a car to him for five or six years." However, Marshall sees car buying generally moving toward the buying patterns of his traditional customers. "The evolution is coming and the realization of things is that it is an investment in transportation rather than a peer group badge."

It is these new buyers, those seeking investments in transportation, that Marshall is seeking in the market of the '80s, although he still has plenty of room to sell to old friends.

"It gets to be like family," Marshall says. "I'm selling cars now to children of my old high school classmates. I feel I'm part of the community and I like the market I'm in."

Dodge Aries goes to school

Dr. Allen T. Bonnell, president, Community College of Philadelphia, signs for the delivery of a damaged 1983 Dodge Aries, which Chrysler donated to the school's automotive technology department. The car's roof was sheared off while on a carrier going under a low overpass. Witnessing, from left, are Ronald R. Rupp, Chrysler Service and Parts Operations; Charles Fareira, who heads the school's auto program, and Corrine Caldwell, of the school's mathematics, physical science and engineering division.

factories list auction dates

Chrysler Corp.

April 13 — Sand Mountain Auto Auction, Boaz, Ala.

April 14—Clanton's Auto Auction, Darlington, S. C.

American Motors

April 13—Southern Auto Auction, Warehouse Point, Conn.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.

April 14—Minneapolis North Star Auto Auction, Shakopee, Minn.

April 15—Concord Auto Auction, Acton, Mass; Floyd Hauhe Auto Auction, Bridgeton, Mo.

April 19—D-A Auto Auction, New Stanton, Pa.; Aptco Auto Auction, Taylor, Mich.

April 20—Central States Auto Auction, Mason City, Iowa; Columbus Fair Auto Auction, Obetz, O.

April 21—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Minneapolis North Star Auto Auction, Shakopee, Minn.

April 27—Southern Auto Auction, Warehouse Point, Conn.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.

April 28—Minneapolis North Star Auto Auction, Shakopee, Minn.

April 29—Concord Auto Auction, Acton, Mass.; Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

April 12 — Arena Auto Auction, 10355 South Woodlawn Ave., Chicago, Ill.; Harrisonburg Auto Auction, Interstate 81 — Exit 52, Harrisonburg, Va.

April 13 — Concord Auto Auction, Hosmer St., Acton, Mass.; Lakeland Auto Auction, Interstate No. 4 at Highway 33, Lakeland, Fla.

April 14—166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

April 19—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Dallas Auto Auction, 4266 E. Main, Dallas, Tex.

April 20—Minneapolis Northstar Auto Auction, 7700 State Highway 101, Shakopee, Minn.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

April 21—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

April 26—Harrisonburg Auto Auction, Interstate 81—Exit 52, Harrisonburg, Va.

April 27—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Central States Auto Auction, 824 South Taft, Mason City, Ia.; Metro Auto Auction of Kansas City, 101 W. Oldham Parkway, Lee's Summit, Mo.; Northway Exchange, Route 146, Clifton Park, N. Y.

General Motors

April 14—Aptco Auto Auction, Taylor, Mich.

April 18 — Arena Auto Auction, Chicago, Ill.

April 20 — 166 Auto Auction, Springfield, Mo.

April 26 — Dallas Auto Auction, Grand Prairie, Tex.

April 28 — Butler Auto Auction, Gibsonia, Pa.

Model breakdown

Auction Averages

	APRIL TO DATE	MARCH	FEBRUARY
1983	$10,743	$10,292	$12,350
1982	8,101	8,112	7,711
1981	6,673	6,046	5,989
1980	5,381	5,195	5,013
1979	4,681	4,589	4,398
1978	3,488	3,496	3,293
1977	2,499	2,637	2,378
1976	1,837	2,232	1,773
Overall Average	$ 5,167	$ 5,010	$ 4,733

Christen promoted

DETROIT.—Eugene W. Christen has been named director of the General Motors Patent Section, succeeding George E. Frost, who retired. Christen formerly was assistant director of the Patent Section.

Used Car Sales

Auction Averages

April to date	$5,167
Month ago	$5,002
Year ago	$4,647

Ford replaces GM Holden's as Aussie market leader

SYDNEY, Australia — After dominating the industry since it launched the first successful Australian car in 1948, General Motors Holden's has stumbled.

Not only did the company lose its place as market leader to Ford for 1982, it chalked up its second operating loss in three years.

The company had an operating loss of $134.7 million in 1982, bringing total losses incurred during the past three years to nearly $260 million.

In contrast, Ford Australia is expected to announce a $100 million profit when its 1982 accounts are unveiled.

GMH has started a massive restructuring program which involves laying off some 1,400 employes.

It extended the voluntary layoff program until April 6. Only 1,000 persons had volunteered to step aside by the earlier deadline. Another 2,300 resigned under a similar program in 1982.

GMH said it also is reviewing its administrative and technical operations with an eye to streamlining. It would not comment on union reports that the aging Woodville plant in South Australia will close. It employs about 2,000 persons.

The 1982 loss was attributed to startup and interest costs involved with the new J-car, called the Camira, and of the new engine-making operation. The company said severance pay for the 2,300 who resigned, high inventories, price competition and a change to the 38-hour work week also contributed to the loss.

GMH has been trimming its workforce since 1974. The new program will leave the company with about 15,000 employes, compared with a 1974 level of 26,000. Even with the new low figure, GMH will employ approximately 2,500 more people than Ford, which builds slightly more vehicles.

In addition to manufacturing Holden Commodore and Camira cars, GMH assembles the Japanese-made Gemini. It also has a large plant manufacturing J-car engines and transmissions. The principal export markets are Britain, Europe and New Zealand.

GMH has suffered a considerable decline for a company which has held its place as market leader for more than 30 consecutive years.

In 1958, GMH held over half the total Australian new vehicle market, with Ford holding 14.3 percent and BMW/Leyland 12.6 percent. Ten years later, GMH's share had fallen to 34 percent, while Ford's had risen to 20 percent. Ford continued to attack, reaching a peak market share of 27.5 percent in 1973.

Both firms were victims of the Rising Sun, as Nissan, Toyota, Mitsubishi and Mazda made substantial inroads.

But while GMH dropped from 31 percent of the market in 1973 to under 22 percent last year, Ford went from strength to strength. For the first full year in history, Ford outsold GMH in 1982 and Falcon became Australia's largest selling car.

GMH has no quick answer to the problem.

The Camira (a local version of the J-car) has proved only moderately successful, despite winning a bundle of Car of the Year Awards.

Ford scored a huge success with its decision to assemble the Mazda 323, calling it the Laser. The Laser comfortably outsells GM's small car, the Isuzu-built Gemini.

Ford is now tooling up to assemble the Telstar, a local version of the front-drive Mazda 626, the most sophisticated small car to come to this market. Industry observers believe it will hurt Camira sales badly.

Having lost over $260 million in the past three years, GMH is likely to close some of its plants.

Chuck Chapman, GMH managing director, said that further rationalization and restructuring was inevitable and this would involve the international exchange of components.

Month's closer is best in 4 years

Car sales ease ahead of year ago

Continued from Page 7

1983, GM was up 2.21 percent, to 867,196 from 848,433. Ford slipped 0.32 percent, to 333,889 from 334,948. Chrysler's total of 186,287 was up 7.41 percent from 173,432. AMC was up 117.28 percent, to 47,045 from 21,652. VW-oA dropped 21.69 percent, to 17,405 from 22,225, and Honda added its 5,098 units to the total.

GM earned 59.52 percent of the first-quarter domestic market, down from 60.57 percent last year. Ford dipped to 22.92 percent from 23.91 percent. Chrysler edged to 12.79 percent from 12.38 percent. AMC had 3.23 percent, up from 1.55 percent. VWoA settled for 1.19 percent, down from 1.59 percent, and Honda claimed 0.35 percent of the 1983 total.

U. S. CAR SALES BY MARKETING UNITS

	March, 1983	March, 1982	3 Mos., 1983	3 Mos., 1982
Chevrolet	111,977	129,251	280,931	322,569
Ford	94,203	93,617	224,387	231,829
Oldsmobile	92,519	80,614	230,806	186,916
Buick	73,106	70,312	182,474	161,453
Toyota	51,505	47,479	135,954	126,153
Pontiac	45,639	49,492	106,693	123,893
Nissan	49,223	47,226	135,733	115,665
Honda	32,556	29,594	93,514	94,260
Mercury	35,923	33,669	85,714	83,155
Dodge	33,558	32,127	80,912	82,689
Plymouth	32,243	31,961	71,785	81,486
Cadillac	27,925	19,837	66,292	53,602
VW of America	20,096	21,540	52,377	50,882
Chrysler/Imperial	25,234	16,297	56,572	37,482
Mazda	18,196	15,869	45,483	37,918
Subaru	14,383	13,440	38,642	37,652
AMC-Renault	20,707	11,296	52,975	29,103
Lincoln	9,653	7,924	23,788	19,964
Volvo	8,265	7,127	22,931	20,011
Mercedes-Benz	6,954	5,764	16,013	14,995
BMW	4,707	4,343	12,607	11,554
Saab	2,245	1,473	5,999	3,928
Isuzu	3,023	1,208	5,668	3,447
Fiat	330	2,856	1,451	5,028
Peugeot	1,629	1,232	3,761	3,431
Jaguar Rover Triumph	1,441	719	2,958	1,845
Mitsubishi	3,222	.....	7,091	.....
DeLorean	.....	204	.....	824
Alfa Romeo	320	190	609	397
TOTAL	820,782	776,680	2,044,118	1,942,131

IMPORTED CAR SALES

	March, 1983	March, 1982	3 Mos., 1983	3 Mos., 1982
Alfa Romeo	320	190	609	397
Audi	3,651	4,280	9,293	10,076
BMW	4,707	4,343	12,607	11,554
Challenger	1,508	1,227	3,724	3,843
Plymouth Colt	2,731	2,662	7,422	10,316
Dodge Colt	3,473	2,907	8,977	10,968
DeLorean	.....	204	.....	824
Fiat	300†	2,765	1,276†	4,871
Honda	29,958	29,594	88,416	94,260
Isuzu	3,023	1,208	5,668	3,447
Jaguar	1,441	719	2,958	1,845
Lancia	30†	90	175†	157
Mazda	18,196	15,869	45,483	37,918
Mitsubishi	3,222	.....	7,091	.....
Mercedes-Benz	6,954	5,764	16,013	14,995
Nissan	49,223	47,226	135,733	115,665
Peugeot	1,629	1,232	3,761	3,431
Porsche	1,980	1,173	4,942	2,968
Renault	2,422	3,018	5,930	7,451
Saab	2,245	1,473	5,999	3,928
Sapporo	1,173	982	2,857	3,098
Subaru	14,383	13,440	38,642	37,652
Toyota	51,505	47,479	135,954	126,153
Volkswagen	8,140	6,100	20,737	15,613
Volvo	8,265	7,127	22,931	20,011
TOTAL	220,479	201,072	587,198	541,441

† Estimate

Ford N. America cost cuts top $2 billion, says Lutz

Continued from Page 2

ployе involvement was critical to making the Western industrialized democracies more competitive.

Employe involvement is the key to competing with any system in the world because it would achieve productivity gains, lower costs and higher quality, he said.

He said that the average employe wants to become more involved in company decision making because "the people on our assembly lines are probably better educated today than middle management was 20 years ago."

"The thing we can't forget is that people with little formal education often have a lot of intelligence," he said. "Worldwide communications systems, of course, are placing world perspective in front of people in a manner that simply did not exist 15 to 20 years ago.

"The average employe today has a very clear view of the way the world is moving. Intelligence isn't a question of position in the company, and many people have a substantial contribution to make.

"Ford U. S. has tapped into the huge brainpower of the payroll workforce — brainpower coupled with on-the-job experience," Lutz said. "We have found that employe involvement not only has helped productivity, it has also added quality."

NEW-CAR STOCKS

	Apr. 1, 1983	Mar. 1, 1983	Apr. 1, 1982
Alliance	46	53	—
Spirit	144	156	76½
Concord	87	91	84
Eagle	94	135	80
Eagle SX/4	63	75	73
AMERICAN MOTORS	58	70	80
Horizon	63	73	75½
Turismo	60	82	76½
Reliant	45½	68	53
Gran Fury	43	46	36
Plymouth	50	68	26
LeBaron	58	76½	61
Cordoba	66	75	81
E Class	68	93	—
New Yorker E	45	32	—
Fifth Avenue	64	71	44
Chrysler	60	70	57
Imperial	41	62½	94
Omni	67	71	79
Charger	57	76	80
Aries	60	61½	56
Dodge 400	66	79	93
Dodge 600	72	91	—
Diplomat	54½	60	43
Mirada	109	140	105
Dodge	62	70	67
CHRYSLER CORP.	57	70	62
Escort	53	65	52
EXP	103	140	97
Mustang	83	101	52
Granada	—	58	38
Fairmont	47	67	32
LTD	66	78	—
Thunderbird	67	65	98
Crown Victoria	47	68	61
Ford	59	73	52
Lynx	60	82	47
LN7	82	96	76
Capri	95	98	59
Cougar	—	76	31
Zephyr	35	47	24
Marquis	64	65	—
Cougar XR7	43	48	90
Grand Marquis	40	55	51
Mercury	53	65	49½
Lincoln	40	59	55
Continental	56	59	39
Mark VI	68	83	76
Lincoln	51	66½	58
FORD MOTOR CO.	56½	71	51
Skyhawk	67½	83½	62
Skylark	82	93	36
Century	53	66	50
Regal 4-door	58	65	76
Regal coupe	61	66	81
LeSabre	46	52	55
Electra	55	66	79
Riviera	60	69	69
Buick	59½	68	58
Cimarron	83	95	84
Seville	48	60	33
Cadillac	48	62½	61
Eldorado	46	57	52
Cadillac	49½	63	56½
Chevette	77	88	45
Cavalier	67	48	76
Citation	108	101	42
Camaro	64	82	41
Malibu	48	57	75
Celebrity	51	61	66
Monte Carlo	60	76	103
Chevrolet	59	76½	69
Corvette	80	115	69
Chevrolet	61	74	59
Firenza	61	81	83
Omega	80	91	38
Ciera	46	52	56
Cutlass 4-door	25	35	66
Cutlass coupe	41	44	66
Olds 88	29½	36	44
Olds 98	40	48	56
Toronado	57	69½	65
Oldsmobile	40	47½	56
1000	88	109	67
2000	52½	75	98
Phoenix	121	117	53
Firebird	63	92	27
Bonneville	46	62	71
6000	47½	69	74
Grand Prix	62	83	85
Pontiac	60	82	66
GM	54	66	59
Volkswagen	98	93	97
Honda	25	44	—
TOTAL	55½	68	58½

DOMESTIC CAR SALES

	Mar. 21 to Mar. 31, '83	Same Period, 1982	March, 1983	Same Month, 1982	Jan. 1 to Mar. 31, '83	Same Period, 1982
Renault Alliance	.....	.....	13,332	.....	33,008	.....
Spirit	.....	.....	479	2,130	1,599	5,161
Concord	.....	.....	1,224	2,833	4,234	6,743
Eagle	.....	.....	3,250	3,315	8,204	9,748
Total AMC	.....	.....	4,953	8,278	14,037	21,652
AMERICAN MOTORS*	9,035	3,600†	18,285	8,278	47,045	21,652
Horizon	2,093	2,199	4,256	5,312	9,430	14,843
Turismo/TC3	1,592	1,926	3,341	4,069	7,177	10,353
Reliant/Volare	9,030	6,855	18,306	16,632	39,448	38,361
Plymouth	962	904	2,436	2,324	5,451	4,515
Total Plymouth	13,677	11,884	28,339	28,337	61,506	68,072
LeBaron	.....	.....	17	.....	71	494
LeBaron K	3,828	4,355	8,094	8,818	18,207	19,971
Cordoba	828	693	1,792	1,534	3,813	4,044
New Yorker 5th Ave.	4,105	2,542	8,518	5,568	19,406	12,197
E-Class	1,548	.....	3,306	.....	9,044	.....
New Yorker E	1,591	.....	3,264	.....	5,545	.....
Total Chrysler	11,900	7,607	24,974	15,991	56,015	36,706
Total Imperial	106	123	260	306	557	776
Omni	1,828	1,836	3,953	4,211	8,701	12,107
Charger/024	1,790	2,063	3,785	4,224	8,101	11,134
Aries/Aspen	4,998	5,347	11,020	12,916	29,207	30,075
Dodge 400	1,516	1,352	3,335	2,759	7,591	6,303
Diplomat	1,173	1,371	2,842	3,139	6,523	6,293
Mirada/Magnum	280	352	634	744	1,360	1,966
Dodge 600	1,403	.....	3,008	.....	6,728	.....
Total Dodge	12,988	12,321	28,577	27,993	68,211	67,878
CHRYSLER CORP.	38,671	31,935	82,150	72,627	186,289	173,432
EXP	989	2,058	2,104	5,079	4,734	12,094
Escort	15,723	14,469	32,791	33,220	78,756	87,339
Mustang	5,296	5,811	11,876	14,268	28,327	31,000
Fairmont	3,721	6,230	7,362	14,607	24,449	34,683
Granada	1,471	4,824	1,905	12,046	3,578	29,933
Thunderbird	4,144	1,311	10,184	3,538	15,814	9,994
LTD '83	5,769	.....	13,726	.....	35,251	.....
Ford Crown Victoria	6,087	3,590	14,255	10,859	33,478	26,786
Ford Division	43,200	38,293	94,203	93,617	224,387	231,829
LN7	378	811	675	1,956	1,645	4,461
Lynx	3,921	4,418	7,878	10,582	18,639	26,184
Zephyr	998	1,791	2,598	4,402	8,452	11,465
Cougar/Monarch	267	1,980	349	4,853	835	12,956
XR-7	2,138	548	5,548	1,393	8,053	3,845
Capri	988	1,513	2,223	3,826	6,063	8,203
Marquis '83	2,135	.....	5,045	.....	13,442	.....
Mercury Grd. Marquis	4,860	2,302	11,607	6,657	28,585	16,041
Total Mercury	15,685	13,363	35,923	33,669	85,714	83,155
Continental/Versailles	859	791	1,809	2,552	4,941	7,747
Lincoln	2,111	1,317	4,889	2,944	11,858	6,646
Mark VI	1,268	1,060	2,955	2,428	6,989	5,571
Total Lincoln	4,238	3,168	9,653	7,924	23,788	19,964
L-M Division	19,923	16,531	45,576	41,593	109,502	103,119
FORD MOTOR	63,123	54,824	139,779	135,210	338,889	334,948
Skyhawk	2,829	2,195	6,925	4,402	16,493	5,273
Skylark	3,196	8,239	9,194	20,470	23,034	46,005
Century FD	4,267	4,639	11,043	10,341	24,853	19,799
Regal Sedan	2,801	2,784	7,177	6,882	18,315	17,729
Regal Coupe	5,587	4,749	14,593	11,441	37,227	29,469
LeSabre	5,113	3,478	13,270	8,478	32,689	21,444
Electra	2,597	1,829	6,415	4,578	15,965	12,289
Riviera	1,690	1,493	4,487	3,720	11,572	9,445
Buick Division	28,080	29,406	73,106	70,312	182,474	161,453
Cimarron	746	651	1,741	1,602	4,494	4,084
Seville	1,226	1,117	2,835	3,040	6,677	6,704
Cadillac	7,400	4,118	17,093	10,617	40,019	30,834
Eldorado	2,782	1,727	6,256	4,578	15,102	11,980
Cadillac Division	12,154	7,613	27,925	19,837	66,292	53,602
Chevette	6,650	11,797	15,512	27,616	40,776	68,098
Cavalier/Monza	7,933	7,475	17,843	16,745	42,401	35,767
Citation/Nova	3,624	9,542	8,206	22,984	25,368	66,481
Camaro	7,299	6,013	15,736	15,350	37,956	32,089
Celebrity	5,420	3,967	11,485	8,569	30,133	17,549
Malibu	4,415	3,994	10,830	9,927	26,868	27,691
Monte Carlo	4,066	3,243	9,283	8,327	23,011	23,789
Chevrolet	9,501	6,382	21,595	17,504	51,004	45,328
Corvette	867	832	1,487	2,229	3,414	5,777
Chevrolet Division	49,775	53,245	111,977	129,251	280,931	322,569
Firenza	1,773	1,544	3,779	3,331	9,464	4,155
Omega	1,836	4,227	4,763	10,744	12,109	24,333
Cutlass Ciera	6,319	5,096	14,243	12,585	35,941	24,012
Cutlass	.....	.....	.....	.....	.....	.....
Supreme	14,142	10,205	32,334	27,964	80,811	69,123
Olds 88	9,704	6,285	22,889	15,376	56,275	37,601
Olds 98	4,593	2,867	10,830	7,453	27,104	20,094
Toronado	1,605	1,221	3,681	3,161	9,102	7,598
Oldsmobile Division	39,972	31,445	92,519	80,614	230,806	186,916
1000	1,381	2,709	3,060	6,705	7,847	17,784
2000	3,439	3,023	7,903	6,904	17,145	15,649
Phoenix	928	2,542	2,283	6,357	6,727	17,694
Firebird	3,935	3,888	8,708	9,904	20,324	21,925
6000	3,422	2,404	7,572	4,831	16,927	9,595
Bonneville/LeMans	3,198	2,530	7,620	6,634	17,895	18,199
Grand Prix	3,624	2,992	8,493	7,494	19,828	20,206
Pontiac	.....	251	.....	663	.....	2,841
Pontiac Division	19,927	20,339	45,639	49,492	106,693	123,893
GENERAL MOTORS	149,908	142,048	351,166	349,506	867,196	848,433
VOLKSWAGEN	3,226	4,552	6,325	9,987	17,405	22,225
HONDA ACCORD	1,000†	.....	2,598	.....	5,098	.....
DOMESTIC TOTAL	264,963	236,959	600,303	575,608	1,456,920	1,400,690
IMPORT TOTAL	.....	.....	220,479	201,072	587,198	541,441
INDUSTRY TOTAL	.....	.....	820,782	776,680	2,044,118	1,942,131

*—AMC does not issue a nameplate breakdown for 10-day periods. † Estimate

Correction

In last week's story about the transfer of management responsibility for General Motors' Toledo automatic transmission plant from Chevrolet to the Hydra-matic Division, it was stated that new appointments were made at the Toledo plant. It should have read that the new appointments were made in the Hydra-matic Division. Those people will remain in the Ypsilanti (Mich.) headquarters of the division.

AIADA promotes Varley

WASHINGTON. — Kathleen Varley has been named vice president, public affairs, of the American International Automobile Dealers Assn. She formerly was director of public affairs.

BEST AVAILABLE COPY

Mild sales upturn puts domestic inventory at healthy level

New-car stocks dip to 55½ days

Continued from Page 1

down from 75 days, and a 60-day supply of compacts, down from 73½ days.

Intermediates were in 55-day supply, compared with 66 days a month earlier and standards were in a rather lean 46-day supply, down from 58 days. The industry had a 51-day supply of luxury cars, down from 65 days a month earlier.

The April 1 inventory was divided this way by market segment: Subcompact, 18.91 percent; compact, 22.81 percent; intermediate, 35.08 percent; standard, 16.17 percent, and luxury, 7.03 percent.

A month earlier, the inventory was divided as follows: Subcompact, 18.80 percent; compact, 22.95 percent; intermediate, 34.33 percent; standard, 16.84 percent, and luxury, 7.08 percent.

The April 1 days-supply figures by market class were:

Subcompact—Accord, 25; Alliance, 46; Escort, 53; Charger, 57; Turismo, 60; Lynx, 60; Horizon, 63; Eagle SX/4, 63; Omni, 67; Chevette, 77; LN7, 82; Pontiac 1000, 88; Rabbit, 98; EXP, 103, and Spirit, 144.

Compact — Zephyr, 35; Reliant, 45½; Fairmont, 47; Pontiac 2000, 52½; LeBaron, 58; Aries, 60; Firenza, 61; Firebird, 63; Camaro, 64; Dodge 400, 66; Cavalier, 67; Skyhawk, 67½; Mustang, 83; Cimarron, 83, and Capri, 95.

Intermediate — Cutlass four-door, 25; Cutlass coupe, 41; Cougar, 43; New Yorker E, 45; Cutlass Ciera, 46; Bonneville, 46; Pontiac 6000; 47½; Malibu, 48; Celebrity, 51; Century, 53; Regal four-door, 58; Monte Carlo, 60; Regal coupe, 61; Grand Prix, 62; Marquis, 64; LTD, 66; Thunderbird, 67; Chrysler E Class, 68; Dodge 600, 72; Omega, 80; Skylark, 82; Concord, 87; Eagle, 94; Citation, 108, and Phoenix, 121.

Standard—Olds 88, 29½; Olds 98, 40; Grand Marquis, 40; Gran Fury, 43; LeSabre, 46; Crown Victoria, 47; Diplomat, 54½; Electra, 55; Chevrolet, 59; New Yorker Fifth Avenue, 64; Cordoba, 66, and Mirada, 109.

Luxury — Lincoln, 40; Imperial, 41; Eldorado, 46; Cadillac, 48; Seville, 48; Continental, 56; Toronado, 57; Riviera, 60; Mark VI, 68, and Corvette, 80.

College recruits

Jerry Laine, president of the Chicagoland Chrysler-Plymouth Dealers Assn., greets the Chicago-area college students who represented Chrysler at the Chicago Auto Show. The dealer group trained students from Loyola, De Paul, Illinois-Chicago and Illinois Institute of Technology to work with salesmen in informing people about new Chrysler products.

Rodeo spurs truck-van sales for Dodge dealer

SPRINGFIELD, Ill. — During "The World's Toughest Rodeo" here, Harold Arbeitman, president, Springfield Dodge, sponsored a Dodge truck and van sale.

Arbeitman arranged for a country radio station to do a live show with rodeo participants from his Dodge showroom for four hours on a Saturday morning.

During the show, Arbeitman sold four Dodge trucks and one van. He said that more were sold later.

At the rodeo, two Dodge trucks were displayed in the ring for one hour before each show and during the intermissions. Arbeitman put up some of the prize money for the rodeo events.

According to Arbeitman, Chrysler Corp. wants to help sponsor the rodeo next year.

Truck experts expect upturn–but a small one

Continued from Page 1

in the economy, James T. Riley, former GMC Truck & Coach general sales manager, said medium and heavy trucks "may be ready to begin their long road back to recovery later this year."

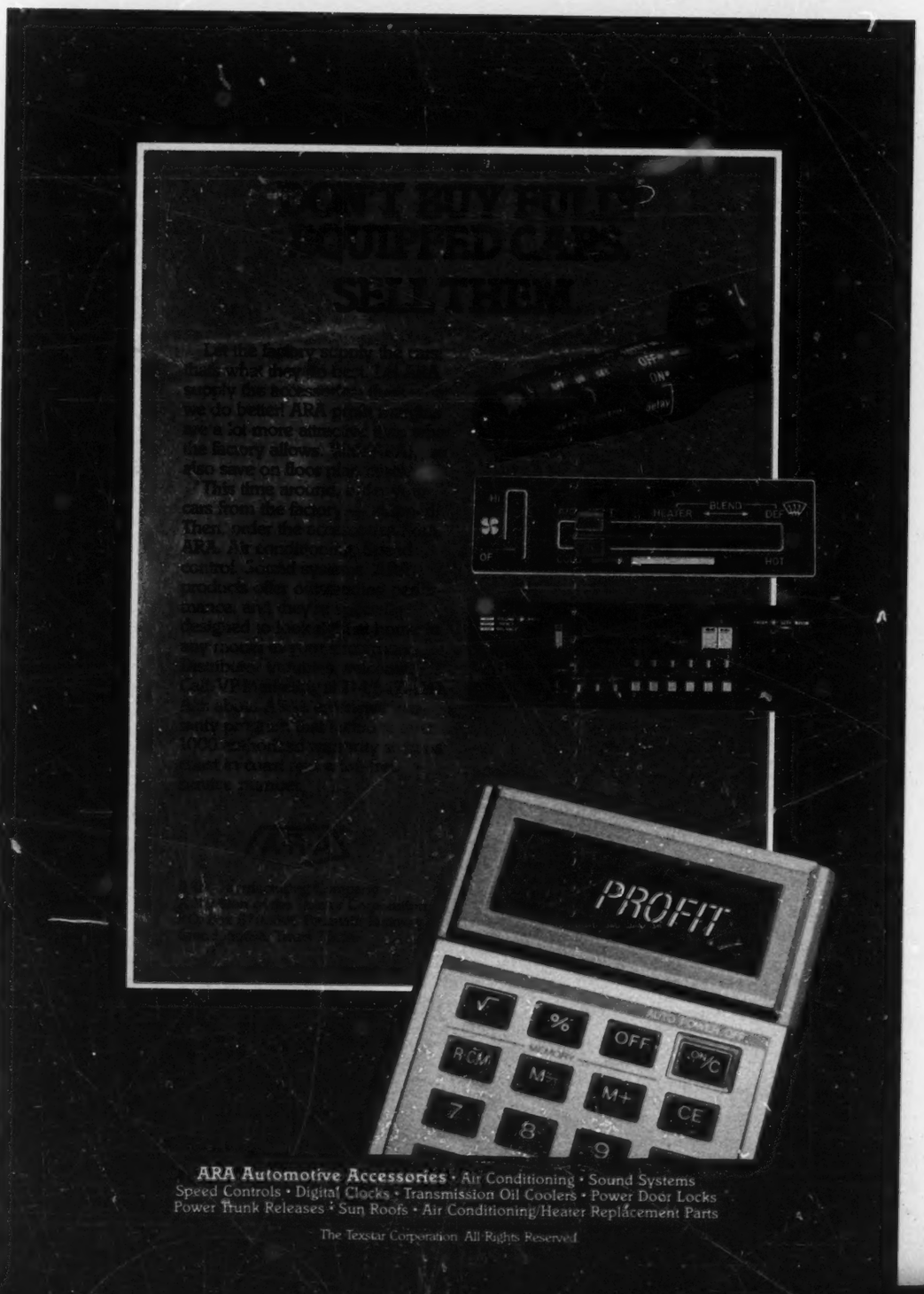
Neil A. Springer, general manager, International Harvester Truck Group, thinks a rebound in big-truck deliveries could begin in June or July, and said "it could come earlier if the recovery in the economy is stronger than anticipated."

Mack's Curcio said North American factory sales of Class 8 heavy diesel trucks should rise from the 1982 level of about 81,000 units to 88,000 this year. Springer feels that retail Class 8 deliveries could hit 81,000 in Harvester's fiscal year, which ends Oct. 31.

GMC's Riley thinks that a strong fourth quarter could push calendar-year Class 8 retail sales to 85,000 units, and possibly 88,000, but he said these figures can be realized only with continued improvements in the general economy.

Chevy signs Cochran

EPHRATA, Pa. — Burnell I. Cochran has signed a Chevrolet franchise.


PROFIT
ARA Automotive Accessories • Air Conditioning • Sound Systems
Speed Controls • Digital Clocks • Transmission Oil Coolers • Power Door Locks
Power Trunk Releases • Sun Roofs • Air Conditioning/Heater Replacement Parts
The Texstar Corporation All Rights Reserved

BEST AVAILABLE COPY

Makers show gains for March, first quarter

Auto output well ahead of '82 pace

By Patricia Hoffman
Staff Writer

Domestic auto production for the first three months of 1983 topped last year's total by 38.29 percent, and March output rose 19.30 percent from the comparable 1982 period.

Last month, the manufacturers assembled 574,535 cars, up from 481,578 built the same month last year. It was the most for any month since June of 1981, when the makers built 712,524.

Breakdown for March by company was: General Motors, 57.81 percent; Ford Motor, 22.89 percent; Chrysler Corp., 14.46 percent; American Motors, 2.74 percent; Volkswagen of America, 1.58 percent, and Honda, 0.52 percent.

First-quarter output totaled 1,503,172 cars, up from 1,087,000 built during the first three months last year, but down a bit from 1,565,531 in the opening three months of 1981. It was the highest quarter since the second quarter last year when the makers finished 1,547,259 units.

Last week, the makers scheduled 127,122 cars, a 25.68 percent gain from 101,145 built in the previous shortened holiday week. Output was also up 41.02 percent from last year's 90,147 units.

So far this year, there have been 1,634,385 automobiles assembled, a 33.51 percent gain from 1,224,141 built in the comparable 1982 period.

The GM Willow Run and Wilmington facilities were closed last week (April 4) for inventory control.

Ford's Kansas City plant remained idle last week due to conversions to the Topaz and Tempo models. Assembly of the Fairmont and Zephyr models ended at the point March 14. Production of the new models is scheduled to begin May 2.

Saturday overtime was scheduled last week at Ford's Chicago, Lorain and St. Louis facilities.

Chrysler's Belvidere, Jefferson and Newark plants each worked two daily nine-hour shifts last week. The company's St. Louis point operated one daily nine-hour shift.

All other car facilities returned to normal five-day operations last week following downtime the previous week due to the Good Friday holiday.

Canada's March output dips, but first quarter tops '1982

Canadian auto and truck production in March fell below last year's totals, but output for the first three months of 1983 was higher than in the first quarter of 1982.

Last month, the car manufacturers assembled 87,161 units, down 2.28 percent from 89,197 built during March of last year. Last month's was up from February's total of 77,863.

Car output for the first quarter totaled 238,369 units, a 16.20 percent gain over last year's 205,139. It was the most for that period since 294,832 units were completed in the first three months of 1979.

Truck production slipped to an eight-year low last month with output of 47,807 units, down 13.87 percent from last year's 55,505. It was the worst March since 1975 when 31,383 trucks were assembled.

During the first three months of 1983, the truck manufacturers produced 121,914 units, a slight gain from last year's 121,139. The total was far below the 182,729 built in the first quarter of 1981.

The auto makers scheduled 18,941 cars last week, a 15.21 percent gain from 16,441 built during the previous shortened holiday week. Output was also up 16.26 percent from 16,292 units produced in the comparable 1982 period.

Year-to-date, the car manufacturers have assembled 255,699 units, up 13.20 percent from last year's 225,876.

Last week's truck output was slated at 11,231 units, a 39.36 percent gain from 8,059 built during four days of assembly the previous week, and up 24.69 percent from last year's 9,007.

So far this year, the truck makers have finished 131,828 units, down 2.06 percent from 134,603 built in the comparable 1982 period.

Ford Motor's St. Thomas car point was idle last week (April 4) for inventory control.

Also at Ford, the Oakville car facility, idled Feb. 21, remained closed for changeover to the new Tempo and Topaz models. Full production is slated to resume there today (April 11). Oakville previously built the Crown Victoria.

Operations resumed last week at American Motors' Brampton facility. The plant was idled March 21 during which time assembly of Spirit was discontinued there. Concord production will be phased out this month, leaving the Eagle as the sole vehicle produced at Brampton.

All other car and truck facilities returned to normal five-day operations last week following the Easter holiday.

His 25th year

Raymond J. Leiferman, left, Leiferman Chevrolet Co., Bridgewater, S. D., receives a 25-year dealer plaque from Donald L. Smith, assistant manager for Chevrolet's Fargo zone.

Truck production best since '79 for March, quarter

Domestic truck production during March and the first quarter of 1983 reached the highest point for those periods in four years.

Last month, the makers assembled 210,744 trucks, a 7.42 percent gain from last year's 196,192. It was the most for March since 1979 when 358,126 trucks were assembled. It was the highest total for any month since 213,209 units were built in June of last year.

Output for the first three months totaled 511,402 units, a 13.29 percent gain from last year's 451,406. It was the highest first-quarter total since 1979 when 1,003,218 units were completed, and the most for any period since the second quarter last year when the makers finished 589,031.

The manufacturers estimated 42,006 units last week, up 15.93 percent from 36,234 built in the previous holiday week, and up 26.63 percent from last year's 33,173.

So far this year there have been 553,408 trucks assembled, a 10.31 percent gain over 501,696 built in the comparable 1982 period.

American Motors' Toledo (Jeep) facility remained closed last week (April 4) for inventory control. Operations there were halted March 28.

Saturday overtime was scheduled last week at General Motors' Pontiac (S-truck) line, Janesville and St. Louis points, plus Ford Motor's Lorain facility.

Chrysler Corp.'s Belvidere and Warren plants operated daily overtime for the third consecutive week last week. Belvidere operated two daily nine-hour shifts, while Warren worked one daily nine-hour shift. Both points have been on overtime schedules since March 21.

All other truck facilities returned to normal five-day operations last week following the Easter holiday.

U. S. CAR PRODUCTION

	Week Ended April 9, 1983	Week Ended April 10, 1982	Week Ended April 2, 1983	March Total	Jan. 1 to April 10, 1982	Jan. 1 to April 9, 1983
AMERICAN MOTORS	2,700	1,400*	2,710	15,743	15,345	46,852
AMC Total	.....	.....	.....	745	.....	4,068
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	745	.....	4,071
Renault Total	2,700	.....	2,710	14,998	.....	42,781
Alliance	2,700	.....	2,710	14,998	.....	42,781
CHRYSLER CORP.	20,250	11,067	10,282	83,067	151,998	211,213
Plymouth Total	8,150	4,484	3,788	32,442	63,775	80,161
Horizon	3,300	1,433	1,181	10,845	18,434	26,256
Reliant	4,800	3,051	2,543	21,253	45,341	53,048
Caravelle ('83)	50	.....	64	344	.....	857
Chrysler Total	5,300	2,045	2,223	18,162	28,469	48,511
LeBaron	2,300	2,045	972	8,236	28,469	23,168
Chrysler E-Class	3,000	.....	1,251	9,926	.....	25,343
Dodge Total	6,800	4,538	4,271	32,463	59,754	82,541
Omni	2,400	1,513	1,744	10,465	17,686	26,083
Aries	2,700	2,399	1,495	14,208	33,672	36,918
Dodge 400	900	626	480	3,247	8,396	8,354
Dodge 600	800	.....	552	4,543	.....	11,186
FORD MOTOR	28,430	20,883	24,879	131,529	241,815	376,206
Ford Division	18,495	14,272	16,597	88,729	147,279	246,163
Escort	4,261	5,714	5,845	26,425	66,873	68,734
Fairmont	.....	2,363	.....	.....	22,706	23,728
Mustang	1,696	2,632	2,789	13,086	26,927	34,106
LTD/Granada	4,449	1,989	2,807	14,983	21,643	47,739
Thunderbird	5,769	1,447	4,020	22,018	7,554	47,677
Crown Victoria/Ford	2,320	.....	1,439	9,219	.....	23,171
EXP	.....	147	117	298	1,576	1,008
L-M Division	9,935	6,611	8,282	42,800	94,536	130,043
Mercury Total	8,280	5,360	6,625	33,357	67,892	101,309
Lynx	1,019	1,592	1,599	6,682	19,761	17,138
Capri	342	531	536	1,716	7,133	5,993
Zephyr	.....	741	.....	.....	7,356	8,601
Marquis/Cougar	1,993	781	1,131	6,167	11,480	17,747
Cougar/XR7	3,116	478	1,983	9,555	2,514	20,619
Gr. Marquis/Marquis	1,810	1,186	1,348	9,161	19,335	30,895
LN7	.....	51	28	74	313	316
Lincoln Total	1,655	1,251	1,857	9,443	26,644	28,734
Continental ('82)	178	250	329	1,881	5,858	5,582
Lincoln	1,036	809	785	4,389	10,771	13,145
Mark VI	441	392	543	3,173	10,015	10,007
GENERAL MOTORS	72,877	53,889	61,212	332,157	786,961	967,422
Buick Division	15,362	12,657	14,009	73,106	188,314	227,058
Skylark	.....	1,994	2,471	9,194	33,846	23,982
Skyhawk J	1,422	2,494	906	6,925	22,321	19,002
Century	3,510	1,952	2,808	11,043	33,820	43,671
Regal	5,290	3,209	3,654	21,772	46,991	66,976
Buick	5,205	2,444	3,530	19,685	43,358	63,196
Riviera	935	664	640	4,487	7,978	10,231
Cadillac Division	6,241	4,187	5,323	32,351	64,272	94,242
Cimarron	336	.....	455	2,580	1,401	7,139
Seville	740	414	548	3,154	6,562	9,985
Eldorado	1,565	1,033	1,245	7,159	17,284	21,600
Cadillac	3,600	2,740	3,075	19,458	39,025	55,518
Chevrolet Division	22,561	19,694	20,329	107,732	225,337	289,253
Chevette	.....	5,323	3,968	21,634	45,744	53,706
Cavalier	6,244	1,325	4,348	22,184	28,089	56,483
Celebrity	2,120	1,676	1,702	7,924	15,007	18,636
Camaro	4,240	3,872	2,809	15,443	55,675	48,920
Citation	2,165	2,536	2,068	10,871	34,783	31,811
Malibu	3,702	2,687	2,655	14,007	20,399	38,469
Monte Carlo	2,174	1,413	1,559	8,754	12,043	23,974
Chevrolet	1,316	390	486	4,376	5,462	12,558
Corvette	600	482	734	2,539	8,135	4,494
Oldsmobile Division	20,688	10,617	15,674	86,109	216,201	259,282
Omega	.....	1,129	1,611	5,443	23,073	17,601
Firenza	1,183	1,371	882	4,275	23,596	11,599
Cutlass	6,300	1,560	4,308	25,392	57,035	77,165
Cutlass/Ciera	4,990	2,057	2,825	14,872	31,068	45,848
Oldsmobile	7,470	4,162	5,373	32,156	71,880	95,848
Toronado	745	368	695	3,971	9,549	11,230
Pontiac Division	7,025	6,704	5,877	32,859	92,837	97,587
Acadian†	.....	492	324	2,061	2,353	4,821
2000	2,140	817	1,893	8,407	5,304	23,749
1000	.....	236	542	2,305	2,458	10,454
Firebird	1,967	2,096	1,601	9,139	30,514	24,118
Phoenix	850	523	323	2,223	7,419	8,271
G. Prix/B'ville ('83)	2,068	2,051	1,394	8,725	40,807	26,174
A6000	.....	487	.....	.....	3,984	.....
HONDA	750	.....	536	2,971	.....	6,741
VOLKSWAGEN	2,115	2,908	1,526	9,068	27,122	25,951
CHECKER	.....	.....	.....	.....	900	.....
Total Cars, U. S.	127,122	90,147	101,145	574,535	1,224,141	1,634,385

CANADIAN CAR PRODUCTION

	Week Ended April 9, 1983	Week Ended April 10, 1982	Week Ended April 2, 1983	March Total	Jan. 1 to April 10, 1982	Jan. 1 to April 9, 1983
AMERICAN MOTORS	640	486	.....	1,481	7,289	7,170
CHRYSLER CORP.	4,800	2,396	3,264	21,357	45,378	59,535
FORD MOTOR	296	6,147	3,616	9,476	68,978	43,537
GENERAL MOTORS	12,980	7,083	9,336	53,992	101,249	142,397
VOLVO	225	180	225	855*	2,982	3,060
Total Cars, Canada	18,941	16,292	16,441	87,161	225,876	255,699
N. American Cars	146,063	106,439	117,586	661,696	1,450,017	1,890,084
N. American Trucks	53,237	42,180	44,293	258,551	636,299	685,236
North American Cars and Trucks	199,300	148,619	161,879	920,247	2,086,316	2,575,320

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended April 9, 1983	Week Ended April 10, 1982	Week Ended April 2, 1983	March Total	Jan. 1 to April 10, 1982	Jan. 1 to April 9, 1983
CHEVROLET	17,216	10,231	12,992	65,203	172,293	191,918
DODGE	3,200	1,740	1,591	14,130	33,681	34,222
FORD	13,371	13,989	15,180	90,335	173,306	218,416
GMC	5,894	4,010	4,644	25,342	62,373	66,116
INTERNATIONAL	1,040	742	828	4,579	14,076	12,538
VOLKSWAGEN	235	481	159	912	5,307	1,245
JEEP	.....	1,140*	.....	6,043	21,870	15,303
AM GENERAL	50*	40*	40*	200*	590*	650*
MISCELLANEOUS	1,000*	800*	800*	4,000*	18,200*	13,000
Total Trucks, U. S.	42,006	33,173	36,234	210,744	501,696	553,408

CANADIAN TRUCK PRODUCTION

	Week Ended April 9, 1983	Week Ended April 10, 1982	Week Ended April 2, 1983	March Total	Jan. 1 to April 10, 1982	Jan. 1 to April 9, 1983
CHRYSLER CORP.	2,652	1,453	1,859	12,337	25,747	36,252
FORD MOTOR	2,936	2,227	2,400	14,431	32,745	33,740
GENERAL MOTORS	5,400	5,166	3,815	20,332	72,726	60,058
INTERNATIONAL	243	161	185	707	3,385	1,778
Total Trucks, Canada	11,231	9,007	8,059	47,807	134,603	131,828
N. American Trucks	53,237	42,180	44,293	258,551	636,299	685,236

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

C2700-1 4/11/83

Automotive News

April 18, 1983

© Entire contents copyright, 1983, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

58th year—$40 per year, $1.00 per copy

Chrysler objections to GM-Toyota deal detailed at hearing

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Chrysler Corp. last week spelled out in detail its objections to the proposed joint venture in which General Motors and Toyota would build subcompact cars in an idle GM plant in California.

Chrysler has been opposed to the GM-Toyota plan ever since it was announced. Last week's detailed presentation was made by Chrysler Vice Chairman Gerald Greenwald before a House subcommittee holding hearings on proposed local-content legislation.

At the hearing, Chrysler also called for import quotas and an added tariff on Japanese-made autos.

Of the GM-Toyota agreement, Greenwald said: "The deal fails all the important tests of corporate responsibility and propriety and holds serious ramifications for the American auto industry and for the workers and taxpayers of this country."

The agreement violates Section 1 of the Sherman Act, Greenwald said, because, it is an "illegal price-fixing agreement."

He said the two companies operate in the same market as the proposed joint venture and will inevitably set the price of their products in relation to their agreed-upon price for the joint venture product.

The anticompetitive consequences of this "price fixing" will not be confined to the subcompact market, either, he said. Car makers must consider the price of cars in higher and lower segments of the market and, thus, Chrysler feels it is inevitable that the pricing of the new subcompact will have a "ripple effect" all the way up the line.

• Greenwald said the proposed agreement also violates Section 7 of the Clayton Act which bans agreements that increase con-

Continued on Page 52, Col. 1

J-car by Isuzu

It's name is Aska

Isuzu, which is 34 percent owned by General Motors, has selected Aska as the name for its version of the J-car. The Aska, which is now on sale in Japan, is 175 inches long and has a wheelbase of 101 inches. The car has a wide range of engines, including one with a turbocharger. Story on Page 48.

NHTSA faked film showing axle defect in Malibu wagon

By Helen Kahn

WASHINGTON. — The film of a 1979 Chevrolet Malibu station wagon losing a rear wheel and dropping an axle, which was seen by millions of TV network news viewers on April 1, was rigged by a NHTSA engineer who removed the C-ring and adjusted rear braking before driving the car.

Eventually, the induced failure occurred, but it was a real live accident. It was meant to show what could occur if a part failed causing the axle shaft to work loose.

But NHTSA did not label this test a "simulation" and Richard Burdette, NHTSA's public affairs director, said he had no regrets because the films "accurately and fairly represent the various aspects of such separation and its consequences," and he plans no changes in procedure.

Although the texts of investigative reports are docketed and available to the public, TV reporters received the press release and the film with no explanation or disclaimer too late on April 1 to view the docket.

In any case, they might have missed the 18th page of fine print explaining that the failure had been deliberately created to show the "catastrophic" results.

Burdette explained that NHTSA does two kinds of tests — to find out what causes a failure and to find out the results of a failure.

General Motors and reporters want the government to be as scrupulous as the government expects business to be in label-

Continued on Page 50, Col. 1

New-model parade slows down

Ford's big news for '84 is Mark VII

By Jim Plegue
Staff Writer

Ford Motor Co., which has rolled out a bonanza of new models in recent years, will have only one totally new car to unveil for the 1984 model year.

Instead, the company is making the most of its improvements under the hood — with new or improved engines — and inside existing passenger-car lines.

New for '84 will be Lincoln-Mercury's Mark VII, which the division says will debut Sept. 27. The five-passenger sport coupe will ride on a 108-inch wheelbase, six inches shorter than the current Mark VI. Overall length will be 203 inches.

There will be no four-door model, as there is with the current Mark VI line.

In keeping with Ford's new "aero" look, the Mark VII will have styling cues similar to the company's new Thunderbird. Only design concession to previous Marks will be a similar grille and hood ornament and the traditional — albeit softened — spare tire bump on the decklid.

Standard Mark VII powertrain will be Ford's 5.0-liter V-8 engine with electronic fuel injection mated to a four-speed automatic-overdrive transmission.

Later in the model year, Ford Motor will add an optional 2.4-liter, turbocharged six-cylinder diesel engine, purchased from BMW. That engine will also be coupled to the four-speed automatic gearbox.

Lincoln will offer the Mark VII in several of its "Designer Series" models but also plans a sport LSC version (presumably the LSC means Luxury Sport Coupe). LSC equipment includes handling suspension, blacked-out trim, special interior, fog lamps and wider tires on styled alloy wheels.

It would appear that Ford studied the popular European sedans in planning its Mark VII model. Mark VII's standard equipment will include rack-and-pinion steering, four-wheel-disk brakes, front and rear stabilizer bars and Mercedes-Benz-type folding outside mirrors.

Inside, the car will have such European type features as integrated rear-seat headrests and a resting pad for the driver's left foot.

The Mark VII will also have computer-controlled air suspension with an automatic leveling device.

Ford has been running dual

Continued on Page 4, Col. 1

breaking news

Chevy to offer Celebrity 'Eurosport' model

DETROIT.—Chevrolet will introduce a Celebrity Eurosport two-door model, probably for the 1984 model year. Eurosport will be powered by a port-injected version of Chevy's 60-degree 2.8-liter high-output V-6 engine. Suspension modifications, blacked-out trim, alloy wheels on wide tires, body rub strip with red piping and red "Eurosport" badges will complete the package.

One-liter Subaru on the boards

TOKYO.—Fuji Heavy Industries reportedly is developing a one-liter Subaru, with engineering emphasis placed on fuel efficiency. The front-wheel-drive mini is expected on the market in Japan early in 1985.

BMW plans air-bag option in 1985

DETROIT.—BMW of North America will offer optional air bags in its 7 Series car in the U. S. in 1985, according to a company engineer.

See BREAKING NEWS, Page 8, Col. 1

Toyota has 12-day supply of cars

Import inventory falls to 35 days

By Richard A. Wright
Assistant Managing Editor

Shortages were the rule April 1 among imported-car dealers as they entered the month with an emaciated 35-day supply of new cars.

The inventory of new imported cars April 1 totaled 287,408, down from 316,745 a month earlier, which was a 41-day stockpile.

The inventory of new imported pickup trucks also declined during March to 92,727 April 1, a 61-day supply, compared with 93,593 a month earlier, an 83-day stock.

The combined imported car and truck inventory April 1 totaled 380,135, a 39-day supply, compared with 410,338 a month earlier, a 46-day stockpile.

Most of the stock slashing was done by the Japanese nameplates. Japanese lines were in only 30-day supply April 1, compared with 34 days a month earlier.

Toyota staged a sale during the month which sliced its already thin March 1 stock of 19 days to less than 12 days by April 1.

Japanese cars and their April 1 days-supply figures were: Toyota, 12; Isuzu, 22; Honda, 23½; Subaru, 30; Nissan, 37½; Mazda, 40, and Mitsubishi, 74. In addition, Chrysler Corp. had a 76-day supply of Mitsubishi-built cars April 1, including Dodge Colt, 62 days; Plymouth Colt, 73 days; Sapporo, 91 days, and Challenger, 104 days.

The high-line West German cars, Mercedes-Benz, Porsche and BMW, all continued to be in short supply and Volkswagen backed away at its stock of imported cars, bringing the West German stockpile down to a 51-day supply from 60 days a month earlier.

West German nameplates and their April 1 days-supply figures were: Mercedes-Benz, 25; Porsche, 31; BMW, 34; Volkswagen, 66, and Audi, 98. VW also had a 95-day supply of U.S.-built Rabbits.

Among other European marques, Jaguar was still very short and Volvo and Saab were running below their usual levels.

Days-supply figures of other European lines were: Jaguar, 19; Volvo, 36; Saab, 43; Alfa Romeo, 75; Peugeot, 100; Renault, 233, and Fiat/Lancia, 509.

Of the total new-car inventory, 196,091 were of Japanese origin and 47,809 were West German. The rest were other European.

Days-supply figures for imported pickup trucks April 1 included Toyota, 36; Mazda, 46; Nissan, 52; Chrysler Corp./Mitsubishi, 71; Mitsubishi, 110, and Isuzu, 149.

NEWSPAPER

AN
DC20014CNGLIAO OEA FMJT M
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

Relief system, Fremont are issues

Strike vote by UAW under way at GMAD

By Marjorie Sorge
Labor Editor

Angered by General Motors' trend to switch from tag relief to mass relief, UAW locals in the GM Assembly Division began voting yesterday (April 17) to decide whether to strike the company over that issue.

In another twist, some UAW locals emphasized that workers were also voting on whether to strike if GM did not give laid-off workers at the idle Fremont (Calif.) plant preferential hiring rights. That facility is scheduled to build the new car produced by the joint GM-Toyota venture.

But, according to a UAW spokesman, the issue of mass relief is paramount in the strike vote. In mass relief, the entire line is shut down twice a day for 23-minute breaks. Under tag relief, workers are periodically replaced by revolving workers for breaks. UAW officials estimate that the switch could cost 400 jobs at each facility affected.

According to a GM spokesman late last week, the company had not been officially notified of the strike vote and had no comment.

GM has instituted mass relief at five plants.

• Other issues prompting the strike vote are production standards, outsourcing and subcontracting.

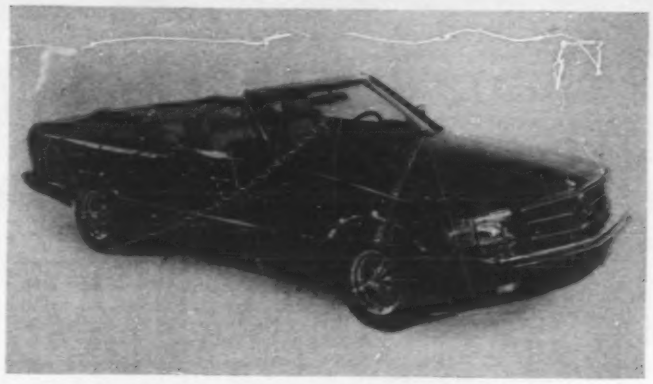
The strike vote issue came to a head 10 days ago at a UAW-GM subcouncil meeting in New Orleans. The two major issues discussed at the meeting were mass relief and the hiring situation at Fremont.

William Colbath, of the union's GM department, told the representatives to go ahead and poll the membership but to hold the vote before the UAW's Constitutional Convention which begins in Dallas on May 15.

Each local taking the vote decides what issues should be on the ballot. While the international union expects mass relief to be the major issue, a UAW spokesman said it is more than possible that most unions will put the Fremont issue on the ballot. Even if a strike is approved it would not necessarily begin immediately but would be held in limbo until a local wanted to invoke it.

UAW President Douglas A. Fraser has said he believes the hiring situation at Fremont can be resolved through peaceful collective bargaining, but he has emphasized that the union will declare war if UAW workers laid off from the plant are not rehired.

There are about 5,100 hourly workers laid off at Fremont.



Coffman Coachwork conversion

Coffman Coachworks, of Clearwater, Fla., offers the Mercedes-Benz 380-SEC convertible for $89,000. The car is equipped with a hydraulically assisted electric convertible top, steel-reinforced chassis and windshield post, custom-made headliner which covers the inside of the top and mahogany wood or leather which covers exposed metal in the interior. The standard conversion, which costs $32,000, includes chrome or wire wheels and European headlights. Coffman also repaints the car. The company expects to produce four 380-SEC convertibles per month.

GM to recall 861,000 cars for emissions

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — A problem that has haunted the emission-control systems on a good many domestic cars of the mid-to-late 1970s surfaced again last week as General Motors was forced to recall about 861,000 of its 1978 and 1979 models for failure to meet oxides of nitrogen tailpipe emission standards.

The problem lies in the exhaust gas recirculation (EGR) system of the cars which, as the name implies, sends inert exhaust gas back into the cylinder to cool the combustion process to keep oxides of nitrogen from forming.

GM's problem in the present instance, and as others have also experienced, is clogging of the EGR valve which is keeping sufficient amounts of EGR from reaching the cylinder, resulting in excess oxides of nitrogen emissions.

According to the EPA, the problem shows up in six-cylinder 1978 and 1979 models with 3.3-liter engines and in 1979 models with 3.8-liter V-6 engines. Models equipped with the 3.3-liter engine are the Chevrolet Malibu, Monte Carlo and El Camino and the GMC Caballero.

Models equipped with the 3.8-liter engine include the Buick LeSabre, Skylark, Skyhawk, Century and Regal; Pontiac Catalina, Firebird, Phoenix, Sunbird, LeMans, Grand Am and Grand Prix; Oldsmobile Delta 88, Omega, Starfire and Cutlass; Chevrolet Monte Carlo, and turbocharged Buicks such as the Regal, Century, LeSabre and Riviera.

• GM has 45 days in which to come up with a plan to fix the cars but, according to sources, it has already determined that a "remote transducer" for the EGR system will correct the problem.

GM says, however, that it will not apply the fix to any car that is six years old or older and/or has more than 60,000 miles on the odometer. GM argues that the Clean Air Act requires car makers to certify that their vehicles will meet emission standards only for the first five years or 50,000 miles of their life.

GM and the EPA have previously tangled on this issue and are currently awaiting a decision from the U. S. Court of Appeals for the District of Columbia that would settle the matter. The EPA maintains manufacturers are liable for emissions compliance for the life of the car, be it 30,000, 60,000, or 100,000 miles.

Last month, the EPA ordered GM to recall 527,000 other 1978 models for similar failure to meet oxides of nitrogen standards and here, too, the EGR system was implicated.

Since 1977, EPA has conducted or influenced 19 recalls of cars failing to meet the oxides of nitrogen standards because of faulty EGR systems. More than 5.3 million vehicles have been involved in these recalls.

Pending the D.C. court's decision, owners of affected vehicles with fewer than 60,000 miles on the odometer will be asked to bring their cars in for a free repair.

AMC and GM account for the increases

Early-month sales top last year's

By Mary Beth Mayer
Staff Writer

Domestic new-car sales in early April handily surpassed the year-ago level and the forecast calls for more of the same as key economic indicators continue to be positive.

It was the second consecutive period of improved sales and the 14th in the last 17 periods.

April 1-10 sales numbered 158,675, up 18.9 percent from 133,402 a year earlier. They were down 40.1 percent from 264,963 recorded in the final period in March. There were eight selling days April 1-10, yielding a daily selling rate of 19,834, up 33.81 percent from the average of 14,822 from nine selling days a year ago.

American Motors and General Motors enjoyed substantial sales increases, while the competition suffered sales losses of 62 percent to 4.8 percent. AMC reported an estimated sales figure of 5,250 for the period, up 176 percent from 1,900 in 1982. Renault Alliance sales made up 3,500 of this total. GM was up 37.9 percent, to 104,978 from 76,093.

Chrysler Corp. reported sales of 19,845, down 4.8 percent from 20,852 a year earlier. Ford Motor Co. sales fell 16.4 percent to 26,913 from 32,214. Volkswagen of America reported sales of 889 new Rabbits, down 62 percent from 2,343. Sales of U. S.-built Honda Accords were estimated at 800.

GM sales accounted for 66.16 percent of the market, up from 57.04 last year. Ford earned 16.96 percent, down from 24.15 percent. Chrysler cornered 12.51 percent, down from 15.63 percent. AMC had 3.31 percent, up from 1.42 percent. VWoA dropped to .56 percent from 1.76 percent and Honda claimed the remaining .50 percent of the 1983 market, with no showing a year ago.

Oldsmobile not only reported a 76-percent sales increase for the period, it erased a seven-year-old record with the sale of 30,377 units in the first 10 days of April. The division's previous record for this period, 28,026 cars, was established in 1976.

Oldsmobile's total was greater than any other U. S. make, including Chevrolet which finished with 29,413.

In addition to Oldsmobile, Chevrolet and Buick, U. S. makes reporting sales increases for the period were: Chrysler, up 34.2 percent; Lincoln, up 7.5 percent; Cadillac, up 43.3 percent, and Pontiac, up 0.2 percent.

DOMESTIC SALES

	April 1-10, 1983	April 1-10, 1982
AMERICAN MOTORS	5,250†	1,900†
Chrysler	6,726	5,010
Imperial	74	79
Plymouth	6,338	7,985
Dodge	6,707	7,778
CHRYSLER CORP.	19,845	20,852
Ford	17,562	22,959
Mercury	7,189	7,338
Lincoln	2,062	1,917
FORD MOTOR	26,913	32,214
Buick	27,225	16,886
Cadillac	7,006	5,499
Chevrolet	29,413	23,335
Oldsmobile	30,377	19,445
Pontiac	10,957	10,928
GENERAL MOTORS	104,978	76,093
VOLKSWAGEN	889	2,343
HONDA	800†	.....
U. S. INDUSTRY TOTAL	158,675	133,402

† Estimate.

GM engine case moves one step nearer solution

By Roger Rowand
Engineering Editor

CHICAGO. — The six-year-old General Motors engine switch, or Chevymobile case, which Federal Judge Frank J. McGarr said threatened to become perpetual, took still another step toward a close last week.

Judge McGarr gave tentative approval of a settlement giving a maximum of $400 to each of about 12,500 customers who bought 1977-model Oldsmobiles with Chevrolet-built 350-cubic-inch V-8 engines before April 10, 1977.

Most of the owners of other cars in the class action suit here already either have accepted a GM customer satisfaction offer of an extended warranty and $200 in cash or had their litigation settled by jury action in June, 1981.

April 10 is the date by which the court believed the public had been made aware of the engine interchange situation.

About 72,000 owners who bought cars after April 10 were ruled against by the jury. That left about 68,000 in the case. Of those, about 50,000 accepted the GM $200 and warranty offer. Of the 18,000 remaining, some 5,500 were dismissed for a variety of reasons. The remaining 12,500 are affected by the most recent ruling.

Judge McGarr is expected to issue a final ruling July 27.

A smaller class action suit continues in Ohio and several individual lawsuits are pending.

De Tomaso loses $7 million in '82

RED BANK, N. J. — De Tomaso Industries, Inc., reported a 1982 loss of $7,293,056, or $3.54 per share, on sales of $159,085,416.

In 1981, the company lost $9,668,056, $4.70 per share, on sales of $132,950,694.

Alejandro De Tomaso, company president, attributed 1982's performance to lower unit sales and gross margins on minicars, offset in part by increased unit sales of the Maserati Biturbo and by sales of older minicar models.

Syracuse buyer thaw

The warm welcome residents gave the Spectacular Spring Auto Sale in the Penn Can Mall indicates a definite upswing in the local Syracuse economy, according to Eric Burke, of AME, the sale's promoter. Fourteen participating dealers held a first-ever mall sale there.

index

Auction reports	40, 41
Classified advertising	42
Editorial page	12
Obituaries	50
Production by makes	34
Service highlights	14
Truck highlights	20

58th year — No. 496

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address change to AUTOMOTIVE NEWS, Circulation, 965 E. Jefferson Avenue, Detroit, MI 48207.